Japan Illustrated

The **Japan Times** *Quarterly Pictorial Magazine*

¥180

1964·VOL.2·NO.1

a message for men who want smooth, easy shaves

Here is good news for every man who is tired of shaving. The Braun SM 3 precision-engineered electric razor from West Germany can tackle the toughest beards yet still protect tender skin. It has a completely safe but supersharp blade only 0.04mm thick. And the clipper comb trims sideburns in a perfectly straight line. With its 110/220 volt switch the Braun SM 3 can be used anywhere in the world. Make friends soon with this easy-to-handle, close-shaving international favorite. Only ¥8,600 at department stores, jewelers, electric appliance dealers, drug and camera stores.

Braun SM 3

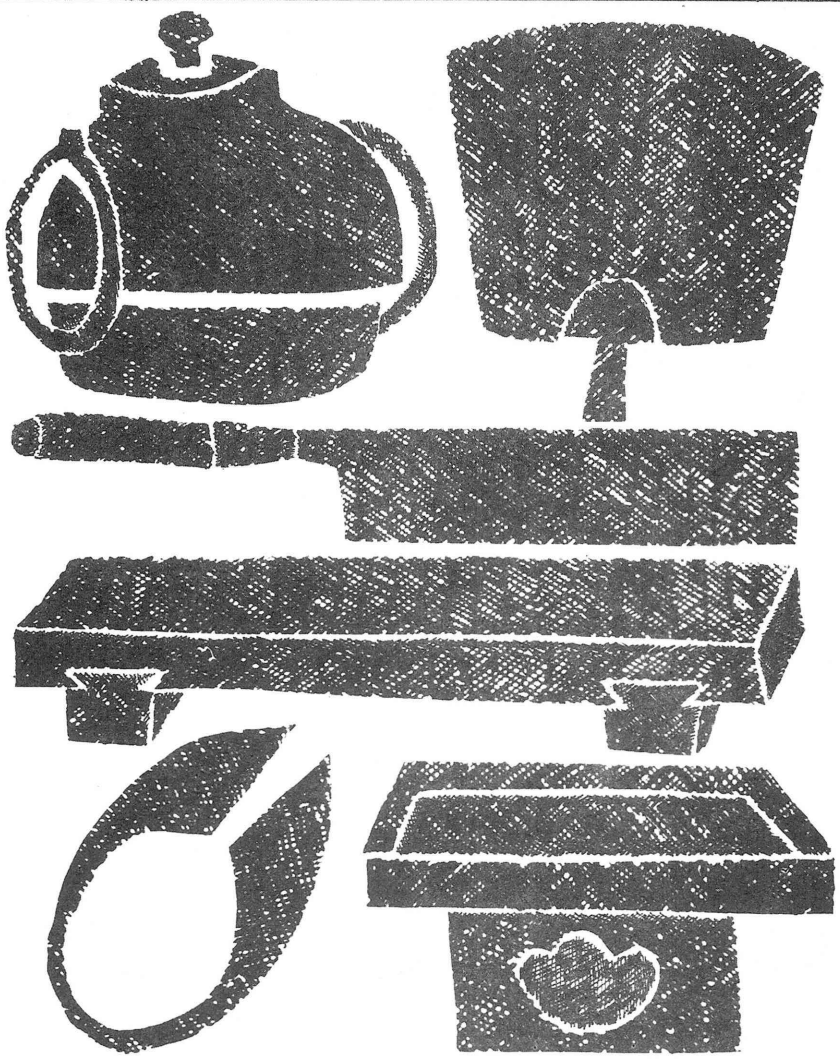
¥ 8,600

Imported by Braun Electric Japan K.K.
Sole Agent K. Hattori & Co., Ltd.
Braun Department

MORE TRADITIONAL THAN ANY OTHER

AND MORE CONTEMPORARY THAN ANY OTHER

We are proud that Daimaru is one of the most advanced and largest department stores in Japan. But we are also very much concerned about traditional merchandise. This is because Daimaru has 250-year history since its establishment in Kyoto, the ancient capital full of tradition.



OSAKA STORE

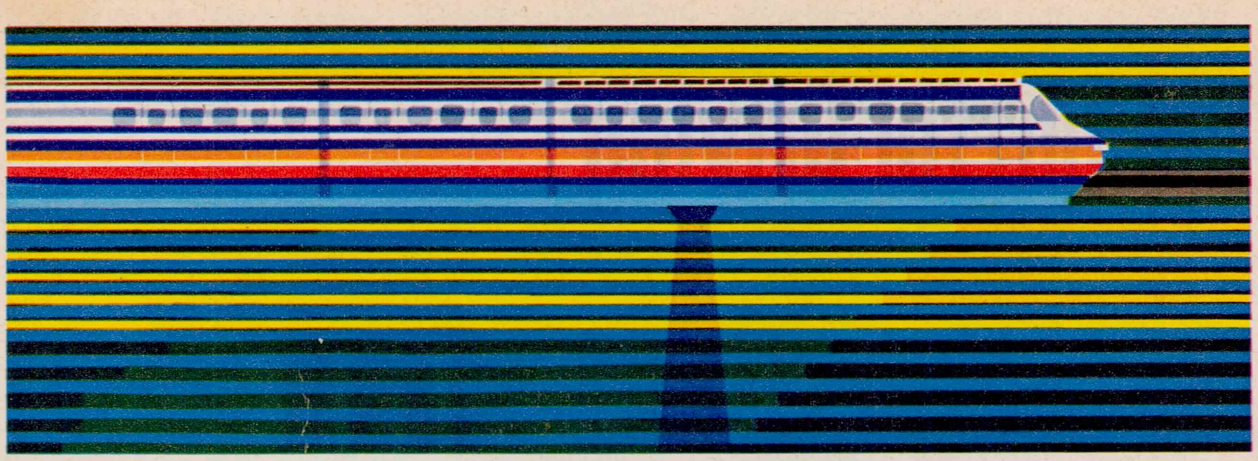
TOKYO STORE

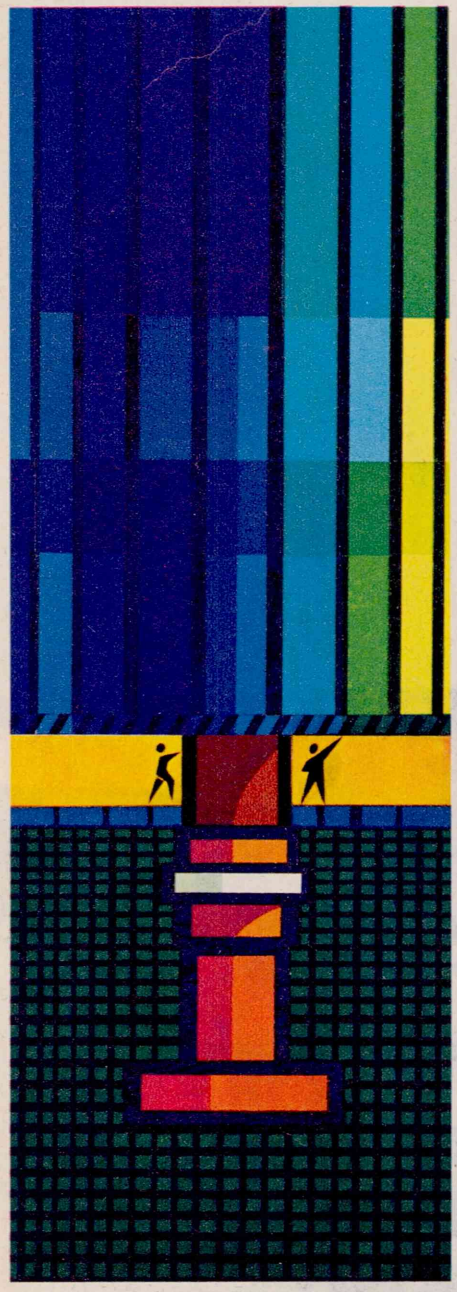
KYOTO STORE

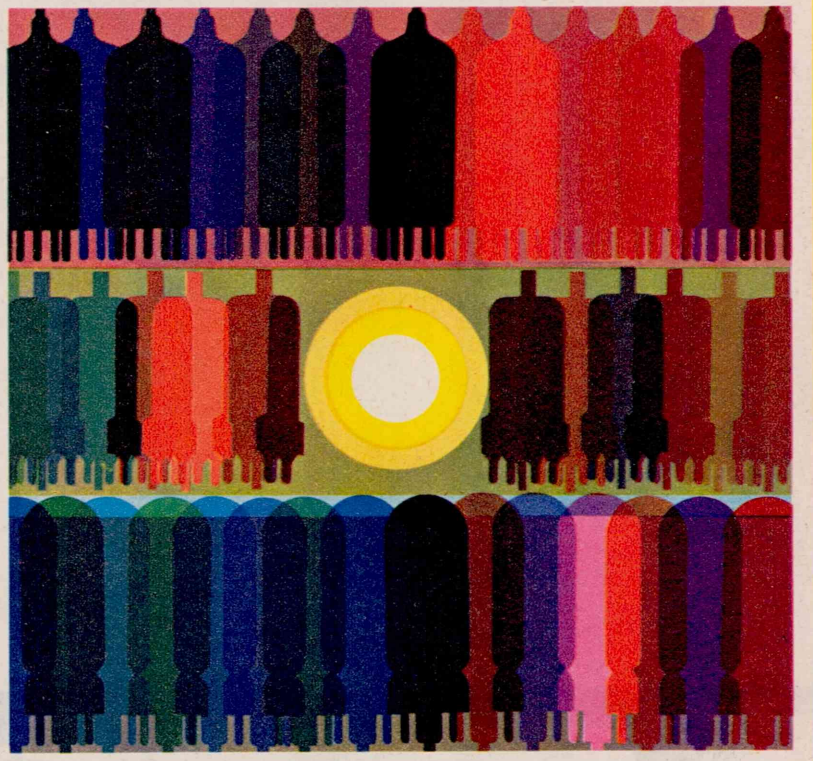
KOBE STORE

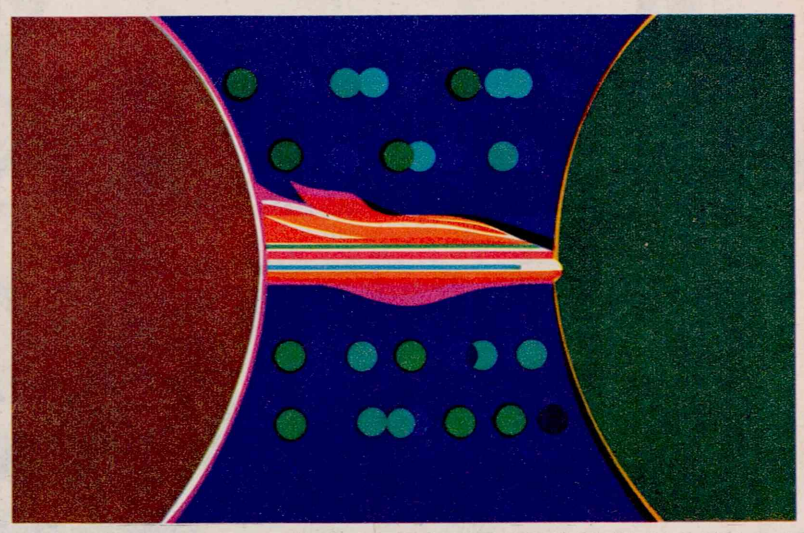
HONGKONG

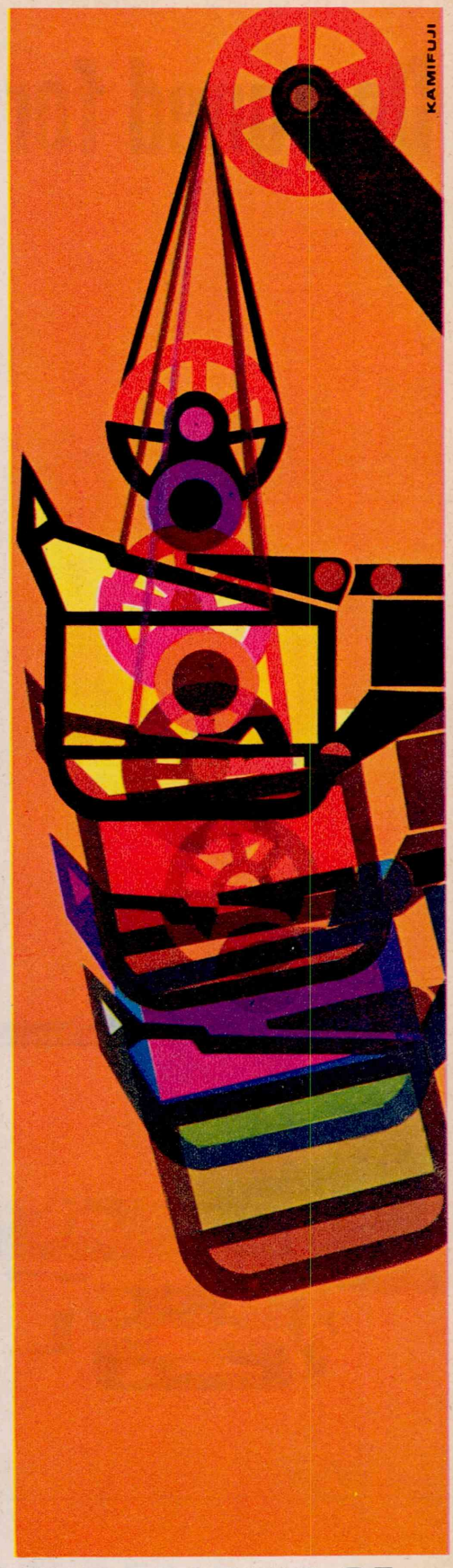
Daimaru
DEPARTMENT STORES











HITACHI: THE FEEL OF DRIVING ENERGY ■■■ HEAR THE ROARING OF GIANT MACHINES ■ SMELL THE OZONE AS LIGHTNING CRACKS BETWEEN ODDLY-SHAPED ELECTRODES ■ PAD IN FELT SLIPPERS PAST SILENT WHITE ROWS OF GIRLS, ABSORBED IN DELICATE TRANSISTORS ■ FEEL THE FLOOR TREMBLE AS HUGE TURBINES WHIRL TO LIFE; AS POWERFUL DIESEL-ELECTRIC LOCOMOTIVES ROLL OFF THE LINE; AS ENDLESS CONVEYERS CARRY THOUSANDS OF HOME APPLIANCES TO LOADING DOCKS ■ THIS IS THE FEEL OF A DRIVING INDUSTRIAL COMPLEX; OF THE ORIENT'S LARGEST MANUFACTURER OF FINE ELECTRICAL PRODUCTS ■■■ HITACHI, LTD.

TURBINES & GENERATORS / TRANSFORMERS / ROLLING STOCK / NUCLEONICS / POWER SHOVELS & CRANES / PUMPS / MACHINE TOOLS / ELECTRONIC COMPUTERS / MOTORS COMMUNICATIONS EQUIPMENT / SWITCHBOARDS / LIGHTING / ELECTRON TUBES / SEMICONDUCTORS / SCIENTIFIC INSTRUMENTS / REFRIGERATION / AIR CONDITIONING WIRE & CABLES / IRON & STEEL PRODUCTS / INSULATING MATERIALS / ELECTRIC HOME APPLIANCES ■■ OVERSEAS OFFICES: DÜSSELDORF / CAIRO / BEIRUT / SEOUL TAIPEI / SINGAPORE / BANGKOK / KARACHI / MADRAS / CALCUTTA / NEW DELHI / MEXICO CITY / BOGOTA / SAO PAULO / BUENOS AIRES / NEW YORK / CHICAGO / SAN FRANCISCO

Designed for Delightful Driving

Every detail has been considered for safety, styling and comfort in the new DATSUN. On the inside...bright full view windows all around, an abundance of leg room and a completely redesigned padded dashboard. Outside...smart, low fender and body lines highlights a new concept in automotive styling. Mechanically...a new AC generator, full synchromesh transmission and an economical 1200 cc engine. Most important... safety, High maneaverability, Superb road-holding and Low fuel consumption.

New
DATSUN Bluebird

NISSAN **NISSAN MOTOR CO., LTD.**
FOREIGN TRADE DIVISION Otemachi, Chiyoda-ku, Tokyo, Japan

CONTENTS

Japan's Electrical Machinery Industry 4

Miss Yoshiko Ishii
Symbol of New Japan's Womanhood 19

Japan Alps in Winter
Photos by Keisuke Miki 22

Old Charm of Land Retained in Hokuriku
by Lee Chia 24

New Taste Treats for Bold Gourmets
by Andy Adams 25

Best of Japan
as Recommended by Noted Personalities
• Nanzenji Temple—*Konosuke Matsushita* 26

• Japanese Opera—*Yoshie Fujiwara* 27

• Tokyo's Subway System—*Joseph Roggendorf* 28

Kyoto—An Ancient Capital 30

A Thumbnail Guide to Kyoto 38

History Lives in
the Silk Fabrics of Nishijin 42

Kyoto Shopping Guide 45

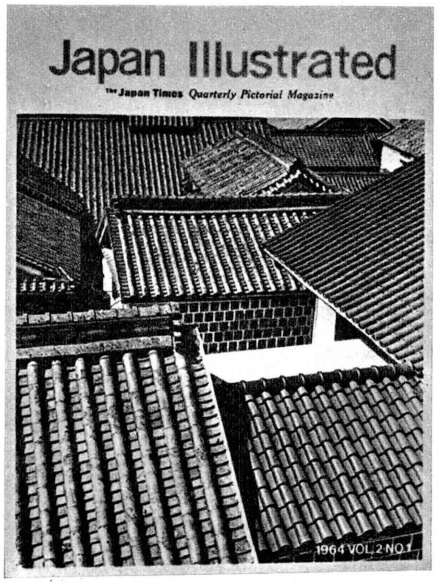
What Japan Looks Like to Amateur Cameramen 51

A Guide to Sightseeing 59

Guide to Annual Events 62

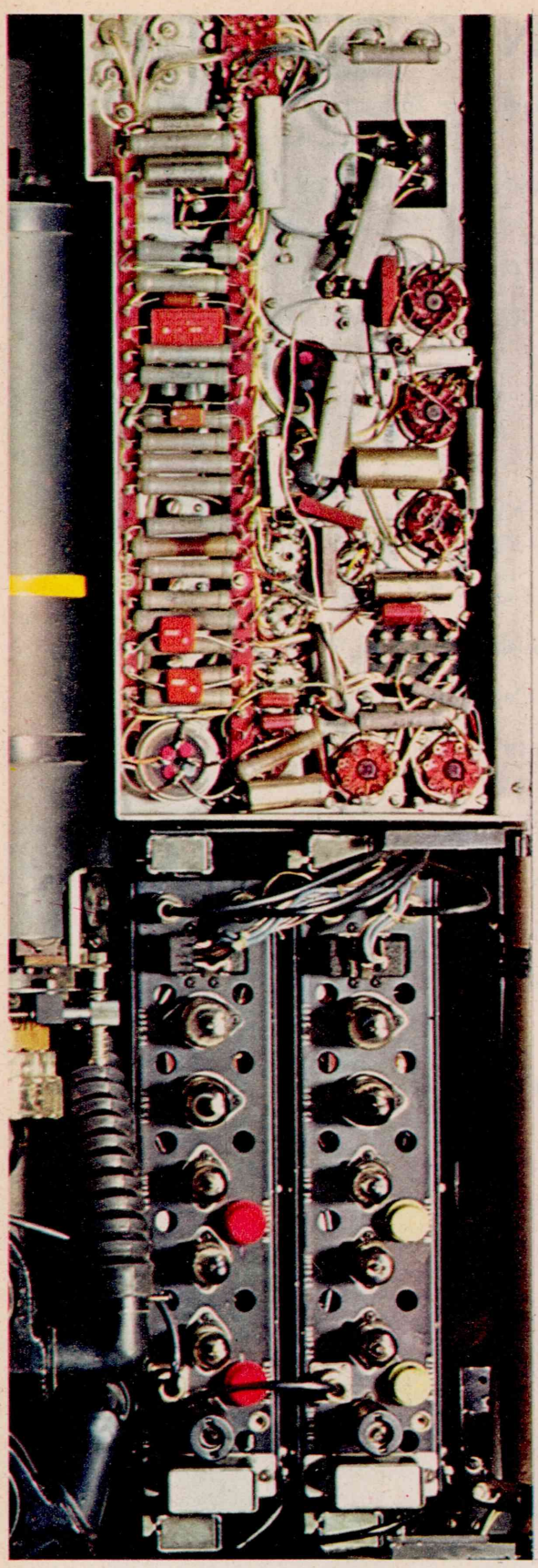
Timetables of National Railways 63

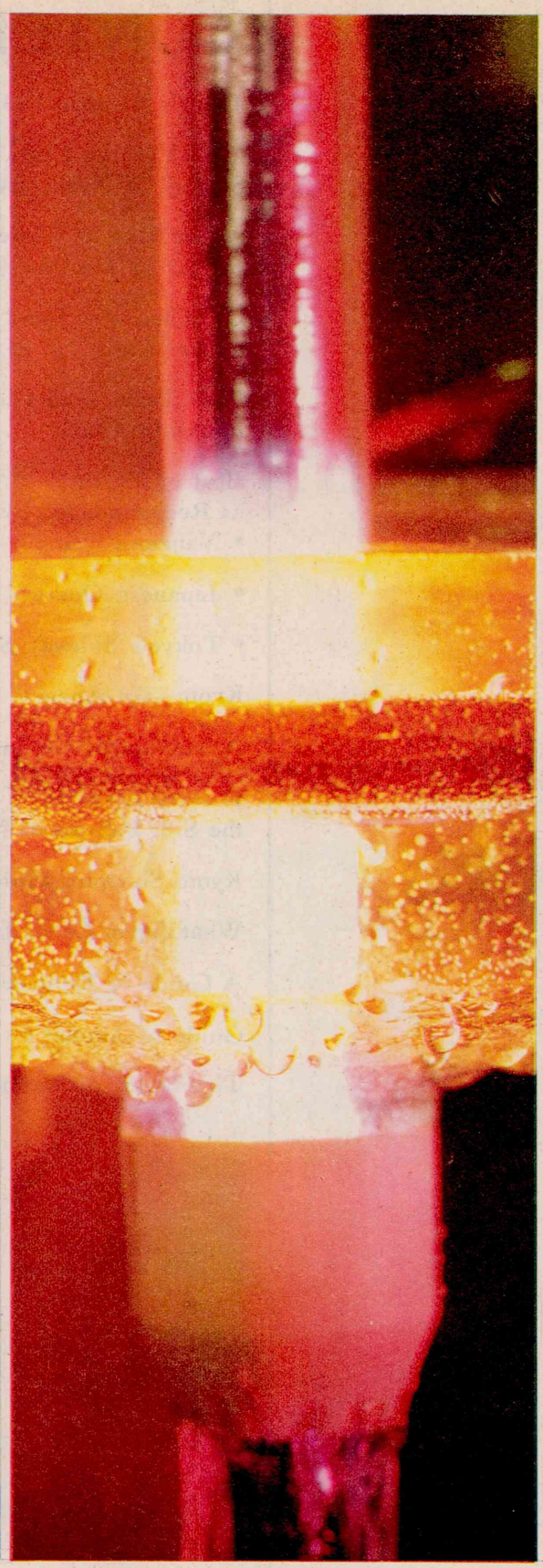
Layout:
Koji Detake
Photographs:
Masaru Mori, Michio Noguchi
and staff photographers

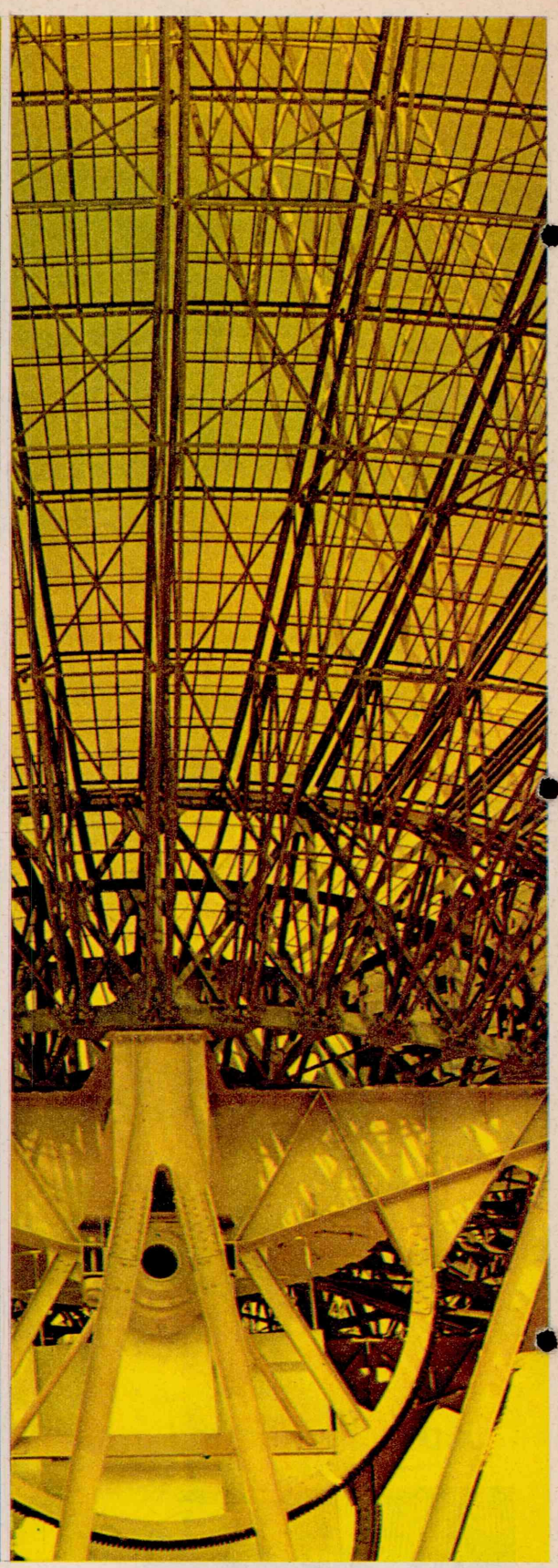


Cover Photo "Old Houses in the City of Kurashiki"
Photographer: Akio Nakamura, No. 738, Miyasaka-machi, Kurashiki City
Mr. Nakamura is one of the prize winners in the S'Wonderful Japan Photo Contest sponsored jointly by The Japan Times and the camera magazine "Camera Geijutsu" published by the Chubu Nippon Shimbun. More of his works are shown on page 55.

Japan Illustrated
Vol. 2, No. 1, January 1964
Published by
The Japan Times, Ltd.
President: SHINTARO FUKUSHIMA
HEAD OFFICE: 1, 1-chome, Uchisaiwai-cho, Chiyoda-ku, Tokyo, Japan . . . . . Tel. 591-5311
OSAKA OFFICE: Yodoyabashi Bldg., 34, 1-chome, Nakanoshima, Kita-ku, Osaka . . . . . Tel. 202-3591
YOKOHAMA OFFICE: Kaiyo Kaikan Bldg., 1, 1-chome, Kaigandori, Naka-ku, Yokohama . . . . . Tel. 20-8488
DOMESTIC PRICE
¥180 (postage ¥50) per copy, Subscription Rate: 1 year: ¥720 (postpaid), 2 years: ¥1,440, 3 years: ¥2,160
OVERSEAS PRICE
90 ¢ per copy (postpaid), Subscription Rate: 1 year: $3.50 (including seamail cost), 2 years: $6.50, 3 years: $8.75
* AIRMAIL POSTAGE EXTRA *







JAPAN'S ELECTRICAL MACHINERY INDUSTRY

—From Transistors to Mammoth Generators—

The phenomenal development of the Japanese industry in recent years has been sometimes called the "miracle of the century." The electrical machinery industry accounts for about 10 per cent of Japan's total industrial production and is among the fastest expanding and most promising industries in the country.

Products manufactured by the electrical machinery industry ranges from tiny transistors to mammoth generators. Total output by the industry ranks fifth in the world today. The industry has been growing at an annual rate of more than 40 per cent during the past several years—by far the highest rate of increase in the world.

The electrical machinery industry accounts for more than one-third of Japan's machinery production—also the highest ratio in the world. This is primarily because electric machinery manufacture started developing earlier than other branches of the machinery industry.

An outstanding feature of the industry is the smallness of the sector producing radars, missiles and other electronic machinery for military use, which in other industrially advanced countries of the world, account for a substantial percentage in production.

High-efficiency electronic microscope

The technological progress made by the electrical machinery industry in Japan in recent years is indeed phenomenal. In order to stay in competition with foreign manufacturers, Japanese electrical machinery makers are allocating approximately 2 per cent of their gross sales annually to research and the construction of modern research institutes. There is still vast room for research in the electronics field—for example in space rockets.

Testing of new radar equipment

Of all the industrial products Japan boasts, none has won as wide a fame abroad as her transistor radios. A tiny diode transistor turned out by an innocuous electronics firm several years ago has triggered a veritable export boom.

Today, transistorized radio set is owned by a majority of Japanese homes and transistor television sets have found ready acceptance in such highly industrialized markets as the United States.

The electronics industry has been the story of Japan's prosperity in the postwar era. Electronic products, with their small requirement of raw materials and relatively small capital investment and yet with a great need for highly skilled labor, have given Japan a chance to best use the ability and resources at hand.

Assembling of transistors

Miniature vacuum tubes on the conveyor line

Mitsukoshi—Where Old Japan Joins Modern Shopping Ease

MITSUKOSHI
LEADING DEPARTMENT STORE IN THE ORIENT
Telephone / TOKYO 270-3111, 241-3311
MAIN STORE/7-1, MUROMACHI, NIHONBASHI, CHUO-KU, TOKYO

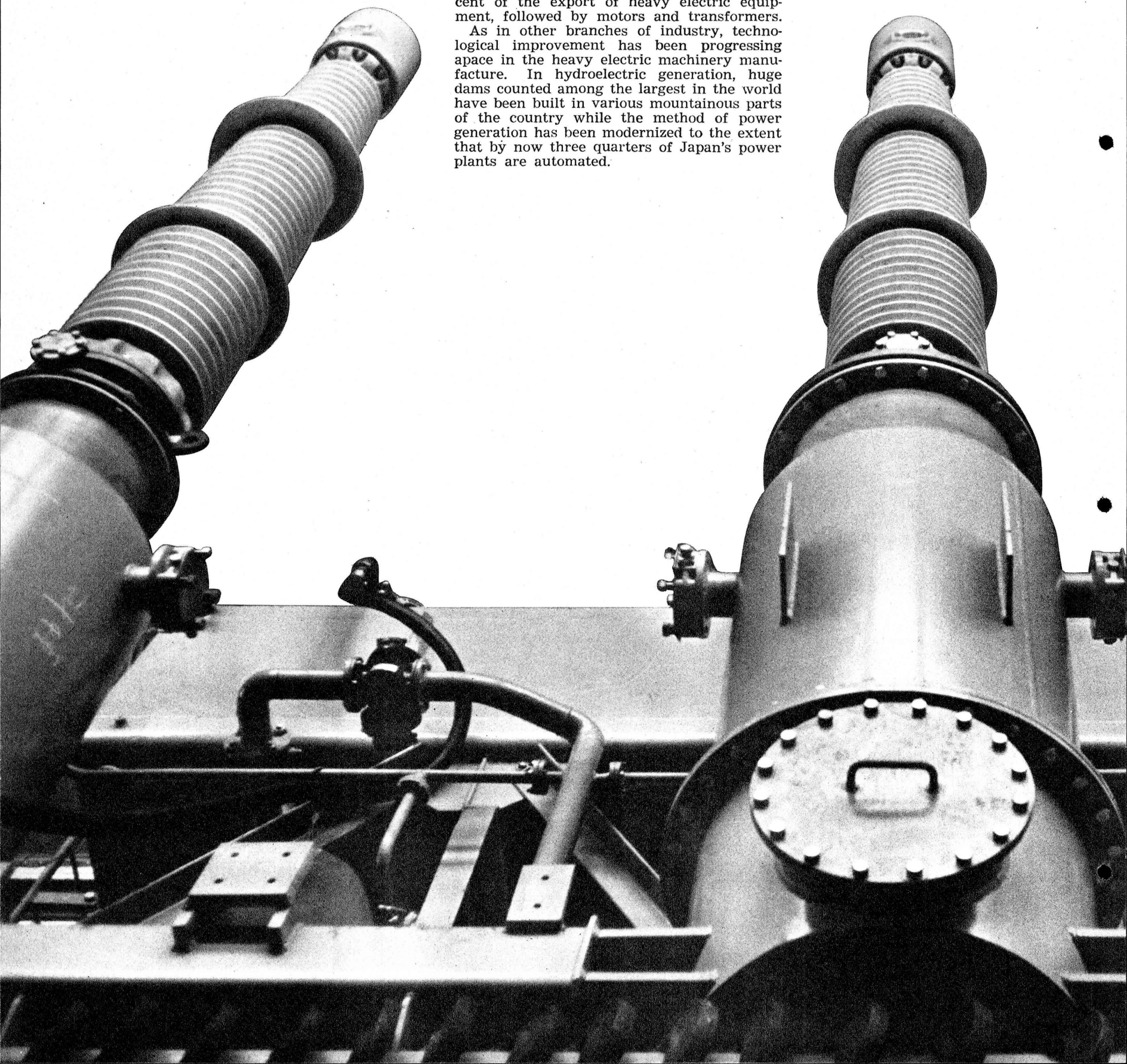
THE "TENNYO" STATUE
〈THE GODDESS OF SINCERITY〉
by Gengen Sato
A modern masterpiece of carving executed in traditional style
CENTRAL HALL / NIHONBASHI MAIN STORE

The heavy electric machinery department constitutes the foundation of the country's electric machinery industry. Principal products of this department include generators, transformers and motors. Due to her topographical features, Japan started hydroelectric generation relatively early and acquired a high technological standard in this field. In postwar years, however, thermal power plants have taken over the preeminent position held by hydroelectric generators in the past.

In developing countries of the world which are the largest market for Japanese high-voltage electric equipment, more interest is shown in hydroelectric power plants. In 1962, Japan exported $33 million worth of heavy electric machinery—51 per cent more than in 1961. Major customers are India, Brazil, the U.S., South Vietnam, Taiwan and Mexico.

Item-wise, generators account for 21 per cent of the export of heavy electric equipment, followed by motors and transformers.

As in other branches of industry, technological improvement has been progressing apace in the heavy electric machinery manufacture. In hydroelectric generation, huge dams counted among the largest in the world have been built in various mountainous parts of the country while the method of power generation has been modernized to the extent that by now three quarters of Japan's power plants are automated.



In thermal power generation, constant efforts for development have brought about an amazing increase in efficiency and fuel economy.

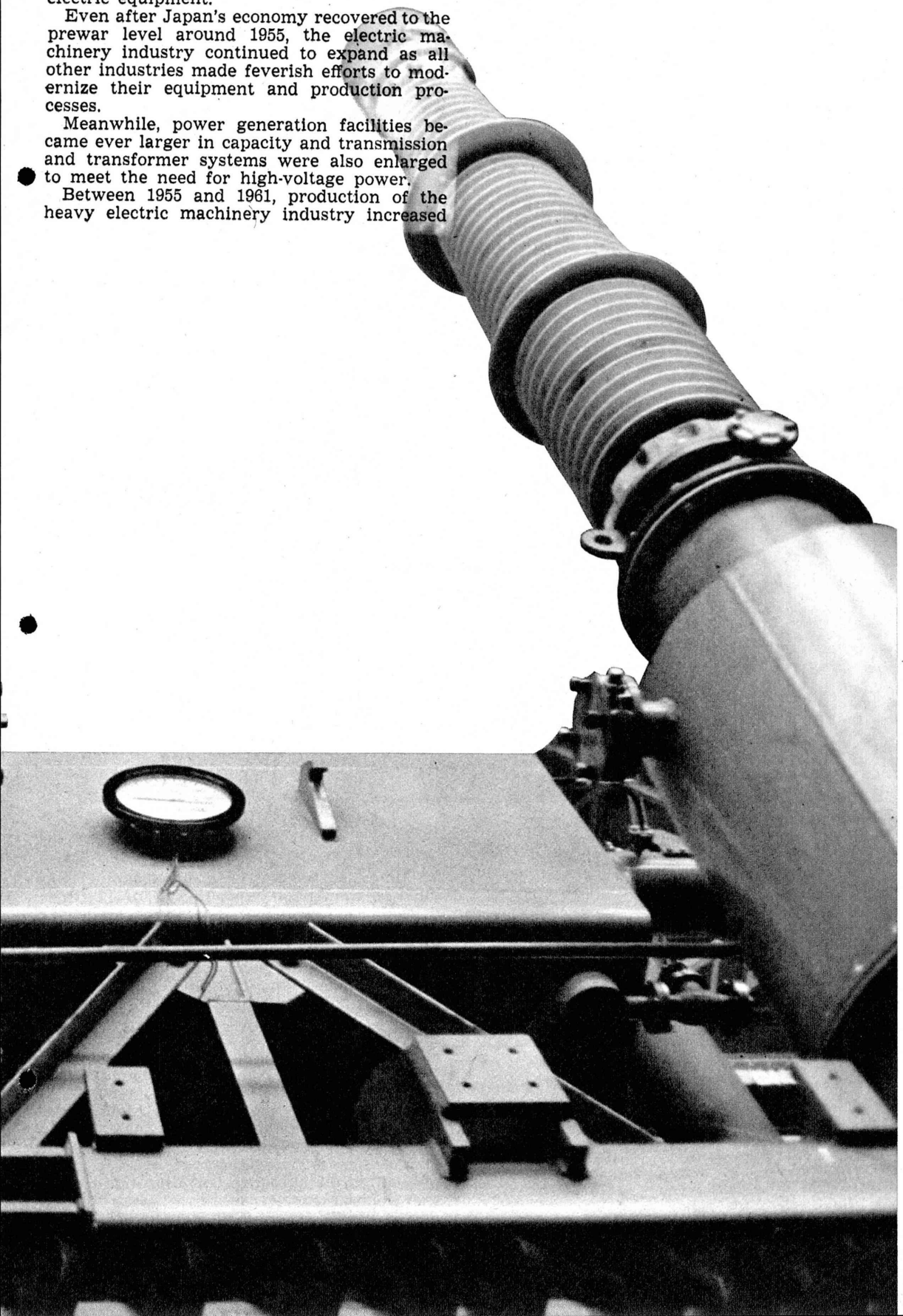
Naturally, the power industry is the best customer of high-voltage electric machinery, accounting for about 30 per cent of the total. The iron-steel industry ranks second with about 20 per cent and machinery industry, about 13 per cent.

The postwar resurgence of the heavy electric machinery industry was sparked by the economic boom following the Korean War. The rapid economic recovery naturally called for increased supply of power and an ambitious power resource development program was launched. This program triggered a sharp increase in the demand for generators. Heavy equipment investment by all industries further widened the market for high-voltage electric equipment.

Even after Japan's economy recovered to the prewar level around 1955, the electric machinery industry continued to expand as all other industries made feverish efforts to modernize their equipment and production processes.

Meanwhile, power generation facilities became ever larger in capacity and transmission and transformer systems were also enlarged to meet the need for high-voltage power.

Between 1955 and 1961, production of the heavy electric machinery industry increased



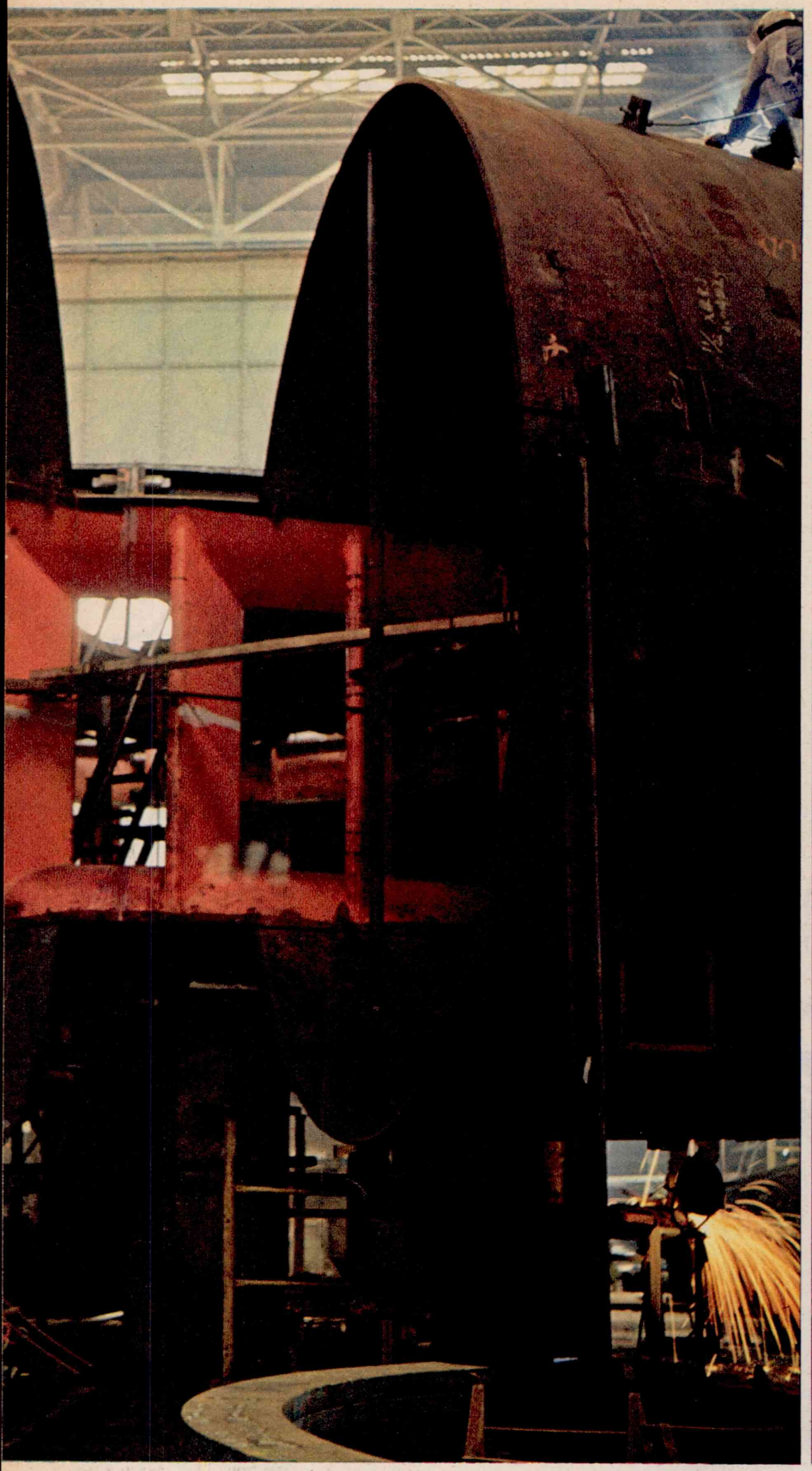
Money doesn't grow on trees

. . . but the next best thing can happen when you contact us

If you're thinking of doing profitable business with Japan you'll need lots of information —market trends, trade conditions, credits, import and export regulations, to name a few. The best place to get all this information is at the Bank of Tokyo. Contact any of our 22 overseas branches and 22 representative offices strategically situated in the leading world markets or our 26 domestic branch offices. Our financial experts, who talk your business language, will be glad to give you the most up-to-date information you need.

BANK OF TOKYO

Head Office: Tokyo, Japan



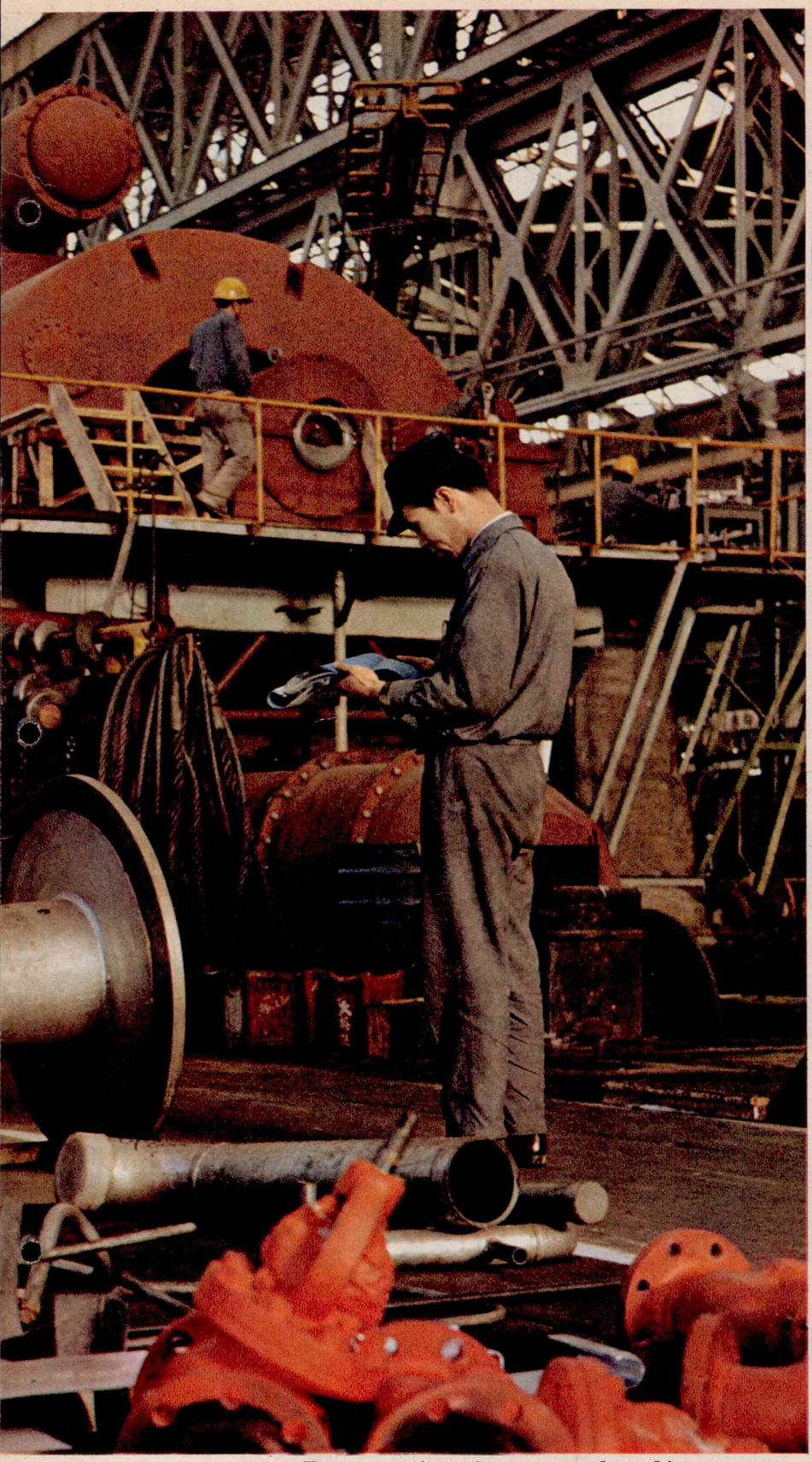
Assembling of casings for giant hydroelectric generators

5.3 times, surpassing even the machinery industry's tremendous growth rate of 4.9 times.

Production of heavy electric machinery accounts for 27 per cent of the over-all electric machinery output in the U.S., 36 per cent in Britain and more than 50 per cent in Japan, France and Sweden. In terms of value, heavy electric machinery production amounts to about $5,000 million in the U.S., $1,600 million in West Germany, $1,400 million in Britain and $1,000 million in Japan and France.

Leading Japanese manufacturers such as Hitachi, Ltd. and Toshiba rank among the world's "Big 10" and boast the highest rate of growth among them. Hitachi and Toshiba increased their total output almost five times during the past five years. In 1950, Hitachi's production amounted to less than one 50th of the General Electric's but in 1961, the disparity shrank to one fifth.

Japanese electric machinery manufacturers are making all-out efforts to develop overseas



Test operation of a mammoth turbine generator

Stator of a 156,000 KW generator

markets now that the domestic demand can no longer be expected to increase at a rate as fast as heretofore. Export is a big challenge because the industry faces stiff competition in the international arena.

While boasting a greater production of hydroelectric generators than European countries, Japan is relatively inexperienced in the manufacture of thermal power plants—especially those of large-capacity types. The relatively high cost of raw materials such as silicon steel, copper and nickel also stands in the way of bringing down the price of Japanese-made generators.

Another factor to reckon with in international competition is the various advantages offered by Western manufacturers such as reduced down payment, longer intallment payment period and reduction of interest rates. These are some of the problems confronting the Japanese electric machinery makers today.

The Priceless Extra of Experience

THINK FOR A MOMENT of the many choices we make in life which are determined by our confidence in somebody's experience.

Choices in important things, like selecting a doctor, a lawyer, or an investment counselor. In less important things, like having something repaired. In even minor, everyday, personal problems.

So deeply ingrained is this basis for choice in all our actions, it comes as no surprise when so many experienced travelers say that this is why, when they fly overseas, they put their trust in Pan American.

For Pan American *is* "The World's Most Experienced Airline"—in years of flying over the seven seas—in every type of transport plane—in fine mechanics who maintain these planes—in pilots and engineers who fly and navigate them—in services to care for you before you embark, while on your flight, and when you land. All under the high discipline of U.S. flight standards.

A Pan American traveler is a *confident* traveler, reposing his trust in these years of experience in getting you from here to there—comfortably, dependably, serenely.

It's a great experience to fly with experience on Pan American.

Phone TOKYO: 211-2441, OSAKA: 202-6048/9, NAGOYA: 57-6006

PAN AM

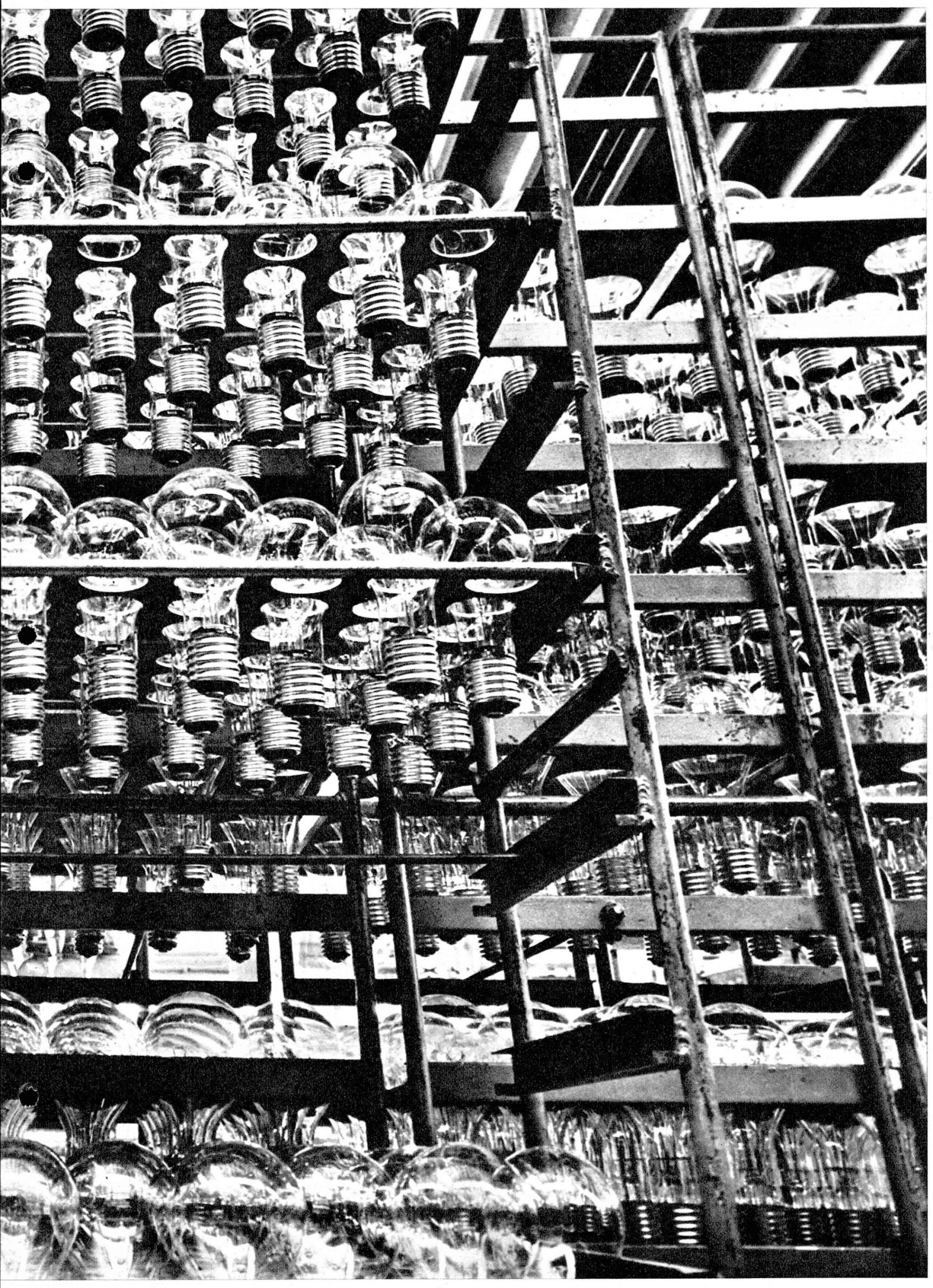
Enjoy the Priceless Extra of Experience on the World's Most Experienced Airline

FIRST ON THE ATLANTIC
FIRST IN LATIN AMERICA
FIRST ON THE PACIFIC
FIRST 'ROUND THE WORLD

12

Household electrical appliances are the star products of the Japanese electrical machinery industry. Production of appliances such as TV sets, electric washing machines and refrigerators, has increased from 7 to 30 times during the past five years, reflecting the improvement in the people's standard of living. The value of household electric appliances accounts for 40 per cent of the entire electric machinery production in Japan.

With the supply of TV sets having almost reached a saturation point, refrigerators are now becoming the top item in the home appliance market. Japan still has a large potential market for vacuum cleaners and air-conditioners. These three items top the list of durable consumer goods which Japanese families plan to buy in the months and years ahead.



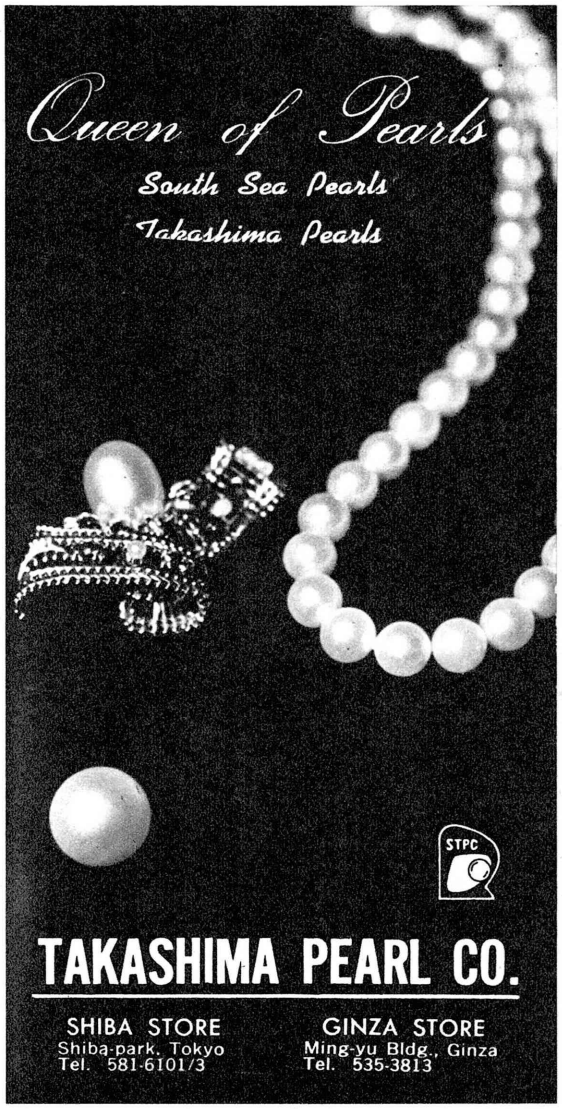
Major appliance manufacturing firms are expanding their refrigerator-making factories to meet this consumer propensity.

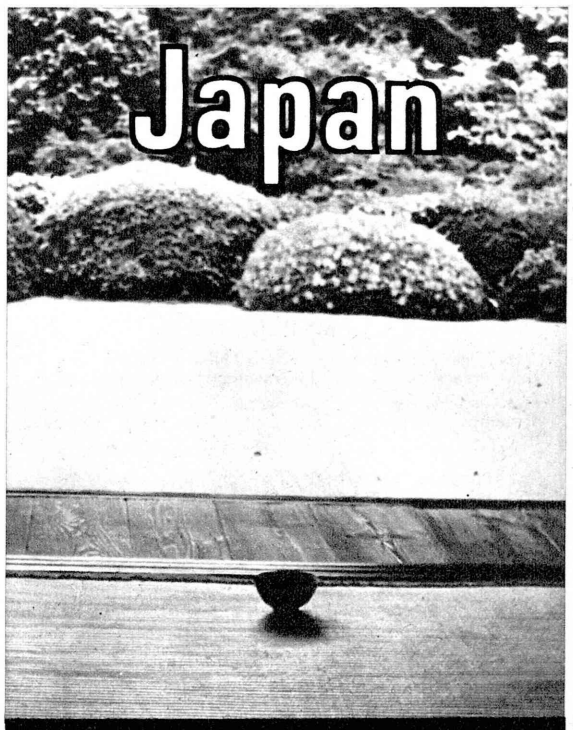
The Economic Planning Agency predicts that the demand will remain high for the coming several years.

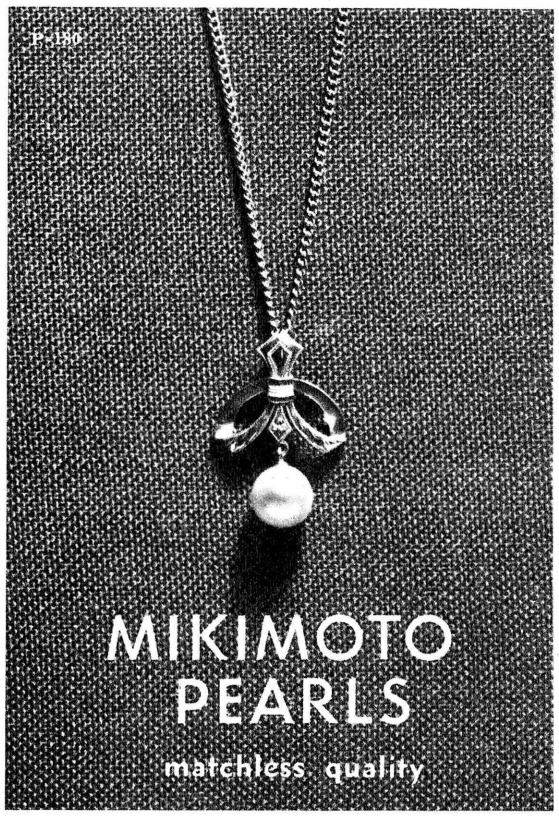
Another item growing in popularity is the electric fan, whose household ownership share has risen to 40 per cent.

Production of washing machines is also rising steadily, with the annual output estimated at some ¥40,000 million.

As the nation enjoys growing income, spending for leisure items is increasing steadily. The production of stereo sets, for example, is rising at a rate of about 50 per cent a year. Tape recorders are also growing at the rate of 20–30 per cent.







The Originator of Cultured Pearls

K. MIKIMOTO, INC.

MAIN STORE: GINZA, TOKYO

Tokyo: Imperial Hotel/Hotel Okura/Palace Hotel
Yokohama: Silk Center **Osaka:** Shin Osaka Bldg.
Kobe: Kobe Int'l House **Nagoya:** Meitetsu Salon d'or
Kyoto: Kyoto Hotel/Miyako Hotel/Int'l Hotel Kyoto
Toba: Mikimoto Pearl Island

TAX FREE FOR TOURIST: Be sure to get your TAX EXEMPTION FORM at the Customs on arrival.

Join! JTB's

NEW 10-DAY JAPAN SUNRISE TOUR

a fabulous journey through old and new Japan

for ONLY $14.80 PER DAY

Covers Hakone, Mt. Fuji, Kyoto, Nikko, Kobe, Osaka, Inland Sea, Nara and many other fascinating places.

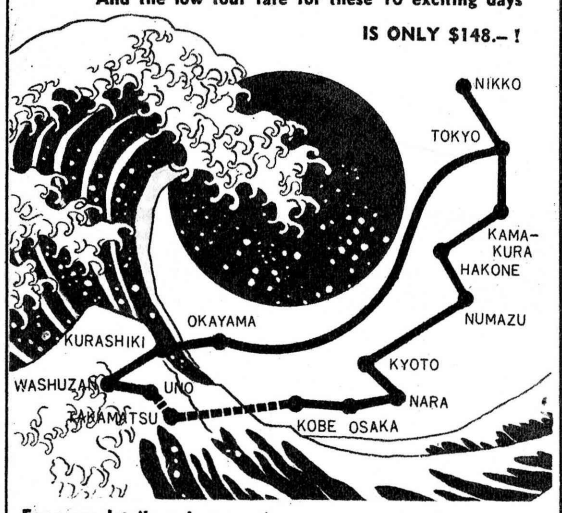
Features Japanese Inn, Sukiyaki and Geisha Girl parties, art-culture excursions, luxury ship cruise, scenic sightseeing

Begins, ends in Tokyo. Escorted throughout.

Operated DAILY beginning March 21, 1964.

And the low tour fare for these 10 exciting days

IS ONLY $148.– !



For more details and reservations contact leading hotels, travel agencies or any JTB ticket & information office.

JAPAN TRAVEL BUREAU

Electric refrigerators on the assembly line

Electric refrigerators, a luxury item found only in very wealthy homes until 10 years ago, have now become a common piece of kitchen equipment. Many new models, always with some novel features, are being turned out by Japanese machinery manufacturers. Mass production is steadily cutting down the per-unit price, making refrigerators available to a large segment of the middle class.

SHE KNOWS ABOUT SHISEIDO COSMETICS

This "Beauty from the Orient" owes her satin-smooth complexion and alluring charm to the skillful blending of oils, herbs and secret beauty ingredients which has made Shiseido famous. Throughout Japan, Hawaii and Southeast Asia Shiseido's unsurpassed quality has established it as the fifth largest cosmetics company in the world. Shiseido offers 400 different types ranging from foundation cosmetics to all types of skin-care items.

Remember..... Shiseido for youth and beauty.

SHISEIDO
GINZA TOKYO

The Blooming State of Japan's Economy!

Japan's economic condition is now in full bloom. And behind this, is the Sanwa Bank, rendering its reliable banking services and facilities, whenever and wherever needed. The challenges of tomorrow, will require firm and well determined decisions. And you'll find the Sanwa Bank then, just as now, advising, assisting and contributing towards a continuous full bloom.

THE SANWA BANK LTD.

HEAD OFFICE: OSAKA
JAPAN: 190 BRANCHES

OVERSEAS: LONDON, NEW YORK,
SAN FRANCISCO, TAIPEI . . .

Mass production of radio receivers

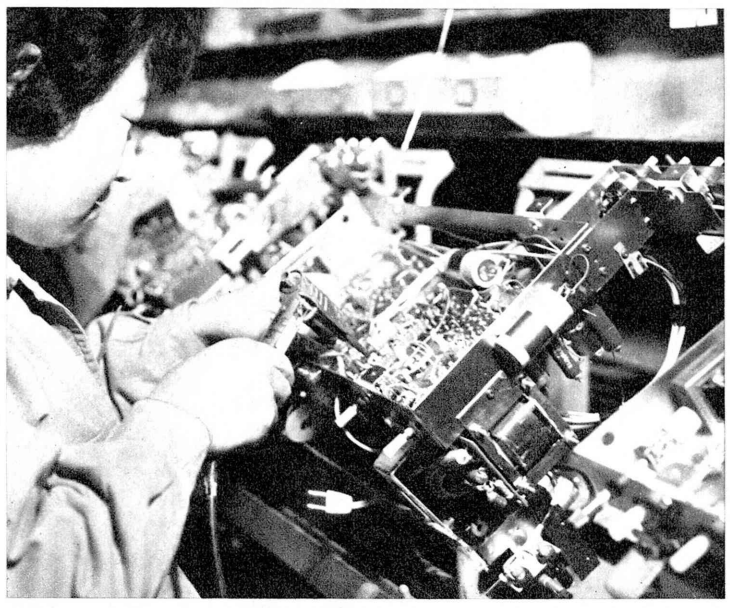
Television sets have led the "home electrification boom" that has been sweeping Japan during the last decade and now they are finding a growing market abroad. Production of TV sets increased 500 times from 14,000 units in 1953 to 4,900,000 in 1962, making Japan the world's second largest TV manufacturer after the United States. Sixty-six out of every 100 Japanese homes own television sets today.

Radio receiver, mostly transistorized types, accounted for two thirds of Japanese exports of home electric appliance in 1962 which amounted to $254 million while TV sets export totaled $22 million. Though relatively small in value, the export of television sets trebled

Young girls assembling television sets

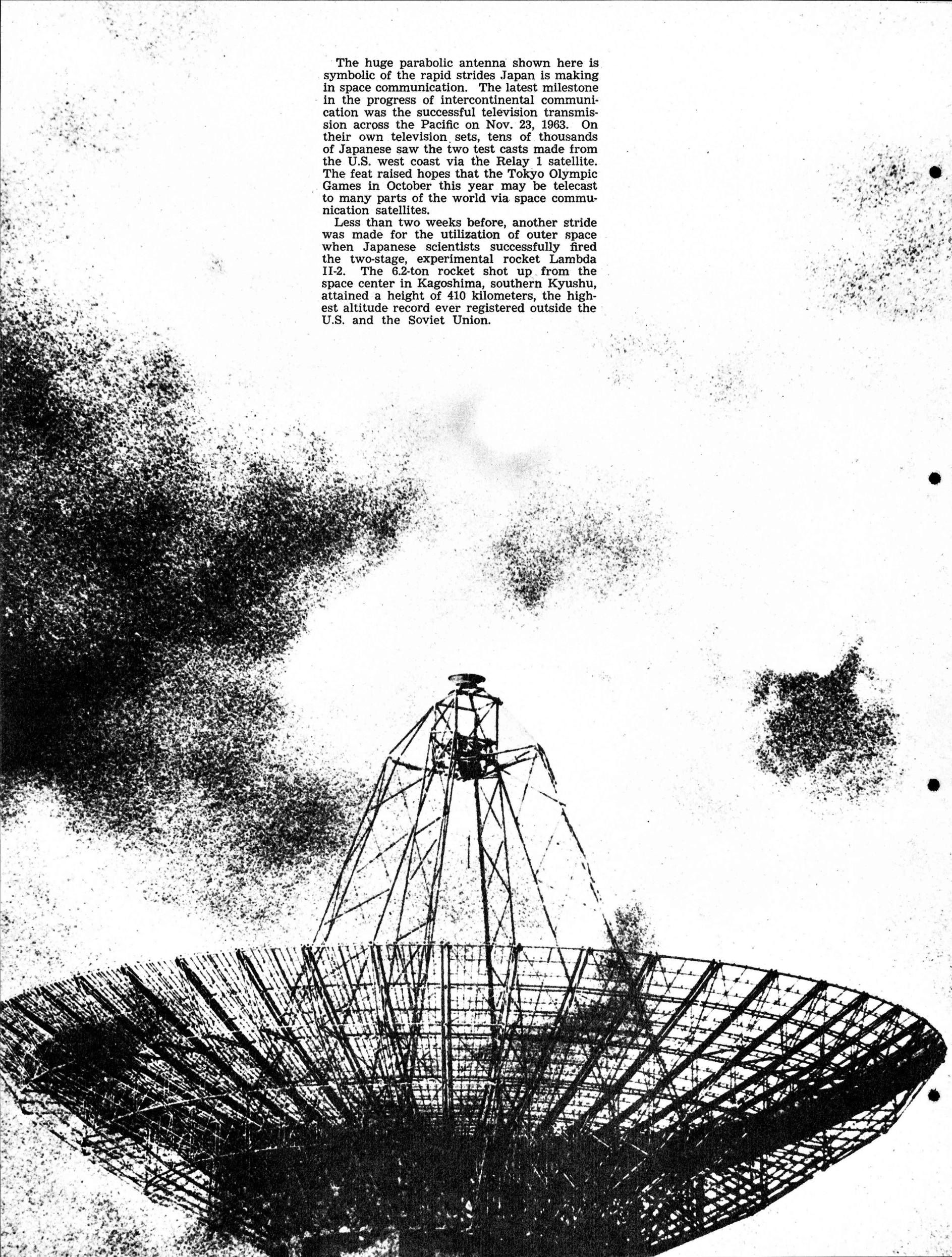
the previous year's figure. In particular, the micro TV sets marketed since 1962 have been received so enthusiastically abroad that local manufacturers are finding it hard to meet the demand from overseas markets, especially American.

In an effort to further stimulate the demand both at home and abroad, Japanese manufacturers are mobilizing their research talent to improve their products. New and larger models of TV sets are being turned out one after another while a sales campaign is under way to urge the consumers to own another set in the home. "Two-car families" are still rare in Japan but "two-TV-set homes" are no longer so.



The huge parabolic antenna shown here is symbolic of the rapid strides Japan is making in space communication. The latest milestone in the progress of intercontinental communication was the successful television transmission across the Pacific on Nov. 23, 1963. On their own television sets, tens of thousands of Japanese saw the two test casts made from the U.S. west coast via the Relay 1 satellite. The feat raised hopes that the Tokyo Olympic Games in October this year may be telecast to many parts of the world via space communication satellites.

Less than two weeks before, another stride was made for the utilization of outer space when Japanese scientists successfully fired the two-stage, experimental rocket Lambda II-2. The 6.2-ton rocket shot up from the space center in Kagoshima, southern Kyushu, attained a height of 410 kilometers, the highest altitude record ever registered outside the U.S. and the Soviet Union.



Miss Yoshiko Ishii

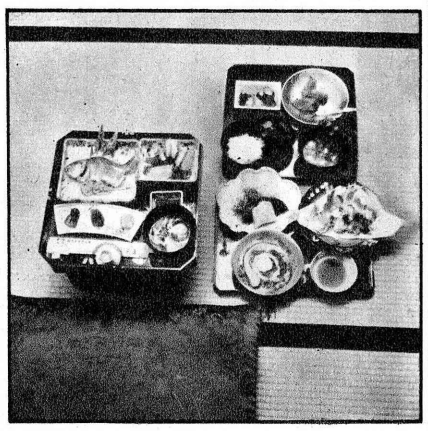
Symbol of
New Japanese Womanhood

Chanson singer Miss Yoshiko Ishii is one of the most representative types of new Japanese womanhood.

At first glance, her rather plump figure and Oriental features give one the impression of a common Japanese girl who can be seen anywhere in the country.

But her appearance belies the fact that she has a burning desire deep inside her to seek new Japanese culture for she is a talented woman with the heart of an artist.

300-YEAR OLD TYPICAL JAPANESE GARDEN IN TOKYO
GENUINE JAPANESE-STYLE RESTAURANT & TEA CULT



* Japanese Cuisine
  (Japanese-style dishes)
  Tempura
  Sukiyaki
  Sushi
  etc.
* French Cuisine
* Barbecue

HAPPO-EN

HAPPO-EN

1-52, Shiba-Shiragane-Daimachi, Minato-ku, Tokyo
Tel: 441-8101/5

Miss Ishii writes her essays either late at night or early in the morning. Her reputation as an essayist is considerable.

Tokyo is one of the largest music markets in the world. Numerous foreign musical talents perform in Tokyo every year.

'Queen of Chanson'

Miss Ishii has been reigning as the "Queen of Chanson" in Japan for the past decade. Her motto is to provide more beautiful songs at less price to more persons.

This motto was materialized with the establishment in 1961 of a "Ishii Music Studio" aimed at providing better music to the masses.

As a musical producer, she has attained some notable successes, including the inviting of famed French chanson singer Yvette Giraud in 1962.

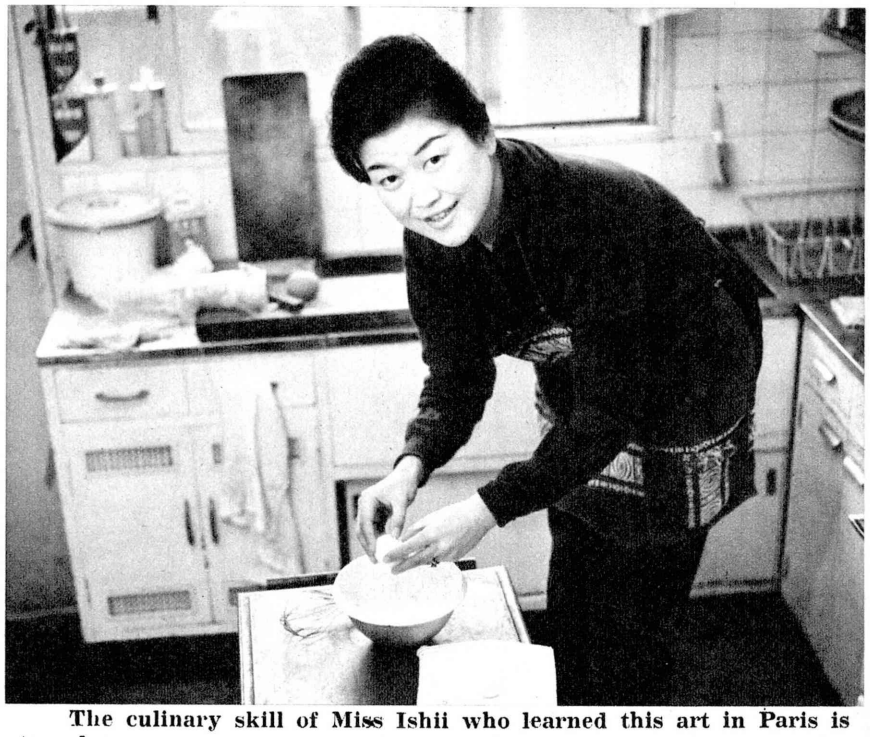
Wins Essay Prize

It is not only in the musical field where Miss Ishii's talents have been successful. In July 1963, Miss Ishii received the 11th Japan Essayist Club's prize for her essay titled "The Odor of Omelette Flows Under the Skies of Paris." Her literary talent is also highly appraised together with her musical genius. TV viewers throughout the country are also well acquainted with Miss Ishii because of her numerous acting as well as singing performances.

Miss Ishii's life has not been a bed of roses. It was filled with ups and downs and tribulations. Her favorite words are: "No matter what happens, I'll never lose confidence in myself. I'll try, try and try again to overcome all obstacles."

Miss Ishii graduated from the Tokyo Music Academy's Vocal Department in Ueno in 1942. She first started out as a teacher but switched to jazz in 1950 when she departed for the Unit-

TV coverage in Japan is approximately 100 per cent. Miss Ishii is also a popular TV talent.



The culinary skill of Miss Ishii who learned this art in Paris is top class.

Miss Ishii lives in a Western-styled house as do many Japanese today.

Miss Ishii is a member of the Zonta Club which engages in numerous social and welfare activities.

ed States for serious study on the subject of her choice.

From 1951 to 1954, she was in Paris earning her living and studying chanson singing in between. Fame gradually came to her when she worked as a singer in French theaters. She was known as the coloratura of the Orient.

Her father is the former Deputy Prime Minister Mitsujiro Ishii and her grandfather, the late Fusanosuke Kuhara, who was the doyen of the political and business world when he was alive.

Miss Ishii could have led a luxurious but ordinary life as the daughter of such a famous personage, but something in her rebelled at the thought of such easy life.

She decided to go out into the world and carve out a niche for herself independent of her famous parent.

Makes Firm Determination

Thus, six years after the war when it was difficult for the Japanese to travel abroad, Miss Ishii departed for Paris alone and promised herself that she wouldn't return until she had made a name for herself in the musical world during her stay there.

The Ishii Music Studio operated by Miss Ishii now has about 50 musical talents under its wings. She is now engaged in a new project—the creation and fostering of chanson by and for the Japanese people. Her ultimate ambition is to spread chanson composed by the Japanese, throughout the world.

As a first step toward the realization of this plan, Miss Ishii established the Japan Chanson Friendship Society and the society's first recital was held on Dec. 14. The huge crowd that filled the spacious auditorium where the recital was held, clearly indicated that they were all for Miss Ishii's plan.

A Good Housewife

Miss Ishii, the "Chanson Queen of the Orient" and an essayist in her own rights, is also a paragon of what a good Japanese housewife should be.

She was married in 1963 to a reporter of the Yomiuri Shimbun, one of the biggest Japanese vernacular newspapers in Japan.

Miss Ishii is a shining example of a famous singer who is making a success of married life and her profession at the same time.

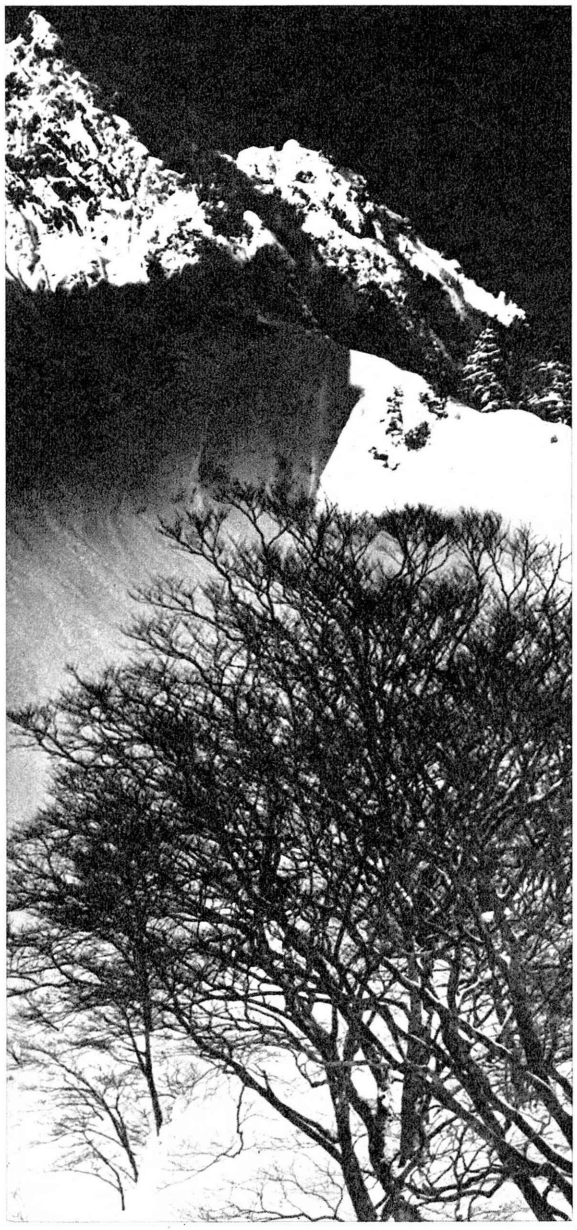
Japan Alps in Winter

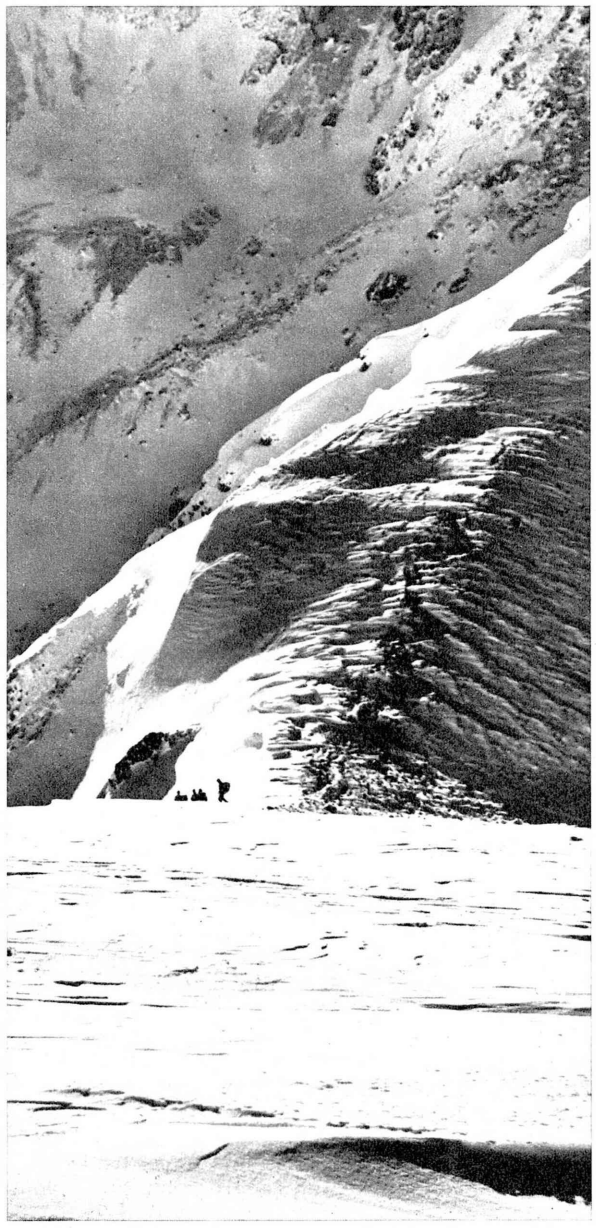
Photo by Keisuke Miki

The high and rugged mountain range which runs from north to south in central Honshu, the largest island in the Japanese archipelago, is commonly called the Japan Alps.

The mountains average about 3,000 meters high and some of the highest peaks are covered by snow all year round. Glaciers have carved the mountains into beautiful shapes with lovely valleys and marshes.

Flora and fauna peculiar to high mountains abound on the Japan Alps. Come summer, the mountains are crowded with climbers from all parts of the country. In winter, the mountains provide unsurpassed grounds for skiing and winter climbing.





'Backyard' of Japan

Old Charm of Land Retained in Hokuriku

By LEE CHIA

It was toward the end of my 15 years' sojourn in this country last year that I first had the opportunity of visiting the Hokuriku district. And it was in this "Backyard of Japan" where I unexpectedly rediscovered the dignity and beauty of an older Japan, undisturbed and unchallenged by the onrush of the joint force of commercialism and tourism which have overrun many other parts of this land of traditional charm.

Hokuriku, when rendered into English literally, stands for the Northern Land, but to people living in the other parts of Japan, the whole area is commonly known as Ura-Nihon, or "Rear Japan."

The proud people of Hokuriku seem to have never quite liked their homeland to be known under such a name, particularly to a foreigner, because the word "rear" in Japanese could also smack somehow of backwardness or underdevelopment. They however might change their minds if they realized that in my country much treasured flowers and rare plants are usually grown in the backyard of the houses where only close relatives and bosom friends are admitted.

Forming the Hokuriku district are three prefectures—Ishikawa, Fukui and Toyama. Ishikawa is the largest of the three, while Fukui is known for its silk and textile industries and Toyama for its Chinese herbal medicines and a gigantic hydraulic power station operated by water power from the world's second highest arch-dam in Kurobe.

I landed in Kanazawa, the capital of Ishikawa Prefecture and the largest city in Hokuriku, in an early autumn morning after an hour-long flight from Tokyo in a sleek four-engine Viscount operated by the All Nippon Airways. (There is another flight from Tokyo operated by the same airline late in the day, but it stops midway at Nagoya and therefore takes two hours longer than the earlier direct flight. An express train leaves Tokyo around nine o-clock in the morning and gets into Kanazawa in the late afternoon.)

The city of Kanazawa, with a population of 300,000, immediately caught my imagination as a replica in reduced size of Japan's ancient capital of Kyoto. I was told later that although not built as a planned city after the pattern of Kyoto, Kanazawa in its earlier days imported all the culture from the ancient capital and later had grown to vie with it in the arts of tea ceremony, flower arrangement, **utai** singing and crockery and ceramics.

Kanazawa, before being converted into a city at the beginning of the Meiji Era, was ruled by the country's highest ranking **Daimyo** whose stipend, as registered in the court, was 1,000,000 **koku** of rice. Vestiges of the good, old days may still be found today in the form of the city's many old mansions formerly built for or by those famous **samurai** who had fought many battles under the great **Daimyo.** These mansions, with their elegantly built gates, long surrounding walls and exquisite gardens, still retain their former awesome look in many sections of the city today.

The city, on the other hand, has a mystical air of the medieval age. The streets are narrow and winding and there are so many curves and turns that it would be a luxury if one could find a street in the city along which one could walk straight on for even a few minutes. Blind alleys are another feature of this labyrinthine city where streets meet but seldom cross each other.

People of Kanazawa however will be proud to tell you that the whole area was originally planned and intentionally built this way by its early **samurai** rulers for defense purposes. With my own experience in this city, I could well imagine how, in the old days, many an invading army got lost in its treacherous streets and its warriors perished in many of the blind alleys.

Kanazawa is able to retain such traditional features and the look of an old and unchanged Japan thanks to the mercy of the American bombers in the last war. Together with Kyoto, it was one of the very few cities in Japan which were completely untouched by the devastating war. It received not even a scratch of the war in the dramatic contrast of its two sister cities in Hokuriku. Both Fukui and Toyama were completely wiped out by fire and bombing near the end of the last war.

Today, while Fukui and Toyama have been rebuilt anew from the war ruins with modern city planning, people of Kanazawa now begin to doubt if they were as lucky as they had thought for having gotten away from the last war unhurt and uncharred. As Kanazawa stands today, it is too expensive, and almost physically impossible, for the municipal government to do anything to modernize the city and improve its roads and streets. The present and probably only solution is to leave the city of Kanazawa as it is now and build another modern city on a new site on the other side of the railroad track.

While in Kanazawa, I had the pleasant opportunity of branching out in different directions to visit some of the best hot spring resorts in Japan as well as the two other Hokuriku cities. Those visits were made possible in a matter of hours by the newly paved modern highways outside the labyrinthine city of Kanazawa.

It took me only one and half hours to drive to Toyama which today is a brand-new booming city with wide roads and concrete buildings. Who could ever imagine that only little longer than a decade ago, the entire area was nothing but a wide expanse of war ruins with the steel skeleton of only two charred buildings left standing above the ground level?

On another occasion, two hours' drive from Kanazawa in a sunny afternoon brought me to the silk and earthquake city of Fukui where, faithful to my reputation as a gourmet, I spent most of the evening devouring the famous Hokuriku crab which looks very much like the Hokkaido King crab and whose meat is sweeter and more tender.

Forty minutes by car from Fukui is the much celebrated cliff on the coast of the Japan Sea, known as Tojinbo where a highly respected Buddhist monk drowned himself several hundred years ago. One legend however identified the drowned monk as a villain who was so notorious with his uncontrollable temper and physical strength that he was made drunk and thrown into the sea from the cliff one night by his fellow monks of a nearby temple. Whether it was a religious suicide or a murder case, the place is now so widely known throughout the nation that a sightseeing trip to Hokuriku would not be quite complete unless Tojinbo is included in the itinerary.

Hokuriku is at the same time known as the land of hot springs and temples.

There are seven large spas of national fame in the region, apart from dozens of minor ones clustering around each of the three Hokuriku cities. Among them are Awara, Unatsuki, Wakura and Yamanaka. On my two recent trips to Hokuriku, I had the pleasure of staying one night each at three of them. Awara has the best hotels which consequently could make the overnight stay there quite costly. Wakura is right on the Japan Sea coast while Unatsuki is situated at the foot of the snowy Kurobe mountains.

For religious minded visitors to Hokuriku, I would recommend overnight stay in the Eiheiji Temple which is only 20 minutes away from Fukui by car. The temple is presently the headquarters of the Sodo Section of Japan's Zen Buddhism, and exercises control over 16,000 Zen temples throughout the country. It was founded some seven hundred years ago by the Most Reverend Buddhist Monk Doogen who stayed for about four years in China seeking the secret and truth of Zen Buddhism. The architecture of the Eiheiji Temple today is a perfect replica of, though not as large as, the Ching Teh Temple in Tien Tong Mountain in China's Chekiang Province where Doogen is said to have discovered the true meaning of Zen. However, staying in the temple for the night would mean that one has to rise at three o'clock in the morning to observe the monks practice their early morning Zen and perform their daily chanting ritual usually attended also by hundreds of pious pilgrims from all parts of the country.

Mr. Lee Chia is president of the Foreign Correspondents Club in Japan.

Tired of Ants and Snails?

New Taste Treats for Bold Gourmets

By ANDY ADAMS

Bold and adventurous gourmets weary of sampling snails, hummingbird brains and chocolate-coated ants will find an interesting variety of fresh new taste treats in Japan. Not for the timid tourist, these include such weird dishes as toxic blowfish, rubbery octopus, poisonous snakes and blubbery whales as well as smelly seaweed, gluelike rice cakes and sickly sweet bean paste. Also tasteless bean curd, woody bamboo sprouts, wriggling eels and raw fish.

No doubt, such things as eels, snakes and bamboo sprouts are old hat to wide-ranging gourmets, but chances are few have tasted "mamushi-zake," "fugu" liver and pickled chrysanthemums. All are available here.

"Mamushi," a poisonous snake, is still considered a delicacy in the rural areas, where it is skinned and broiled. It is claimed to be

nutritious, especially the liver. When the snake is soaked in sake for a long time, the result is known as "mamushi-zake." Some people use snake powder as a sort of seasoning to add nutrition as well as taste to food.

Cherry Blossom Tea

Chrysanthemum blossoms boiled or pickled are a very tasty dish. The blossoms also make a delicious addition to a tempura dinner, but then so do maple leaves. Cherry blossoms not only provide a scenic eyeful, but also a tasty mouthful. If you doubt this, try some cherry blossom tea sometime.

Most Westerners would never dream of devouring the denizens of the deep—octopus and squid—since they're so inured to stories of the reverse situation occurring that any attempt to sample "tako" or "ika" would only call forth eerie visions of some monster like the one from "Twenty-Thousand Leagues Under the Sea" and quickly dispel any appetite.

The Japanese, however, have no such compunctions about eating octopus or squid. They boil octopus, slice and vinegar it or cook it with vegetables. The catch is that only those less than a foot long ever end up on a Japanese plate—probably because no one wants to take any chances with one of these eight-legged (or is it eight-armed?) devils in case they're not completely dead. Little squids are caught by the millions in the waters around Japan, dried in the sun and then cut into small pieces and eaten with beer or chewed like gum. But however octopuses or squids are taken, they're tough customers dead or alive.

Dangerous to Eat

"Fugu" (blowfish) is considered such a delicacy that Japanese actually risk their lives to partake of this toxic fish and some die as a result. Although a strict licensing system has been set up for "fugu" cooks, several self-styled experts in cleaning blowfish have learned only too late of their exaggerated abilities.

Most of the poison is contained in the ovaries and liver, but some Japanese gourmets still insist on eating the liver, which they claim is the tastiest portion. A few even relish the slight numb sensation caused by small doses of the poison. During the Kyushu Sumo Tournament in Fukuoka last fall, two young sumo stalwarts died and several others were taken seriously ill after eating blowfish. Any takers?

Tofu is a bland, practically tasteless bean curd originally imported from China and used in at least 50 different kinds of dishes. It is cooked, fried, baked and boiled and even eaten raw. Made from the drippings of cooked soybeans and brine, it is supposed to contain all sorts of medicinal powers. "Tofu" pushers say it is good for everything from heart trouble to stomach ailments, including the ability to grow hair. It is found most often in miso soup and sukiyaki.

If I had a ¥100 for every Japanese who ever choked to death on a glob of "mochi" (rice cake), I'd be a rich man. In its natural state, rice cake is so hard it could be used as a lethal weapon. However, it is usually limbered up with a little heat to make it palatable. The feel of it in the mouth must be something akin to trying to down a can of glue. The sight of sumo wrestlers pounding rice with a big pestle in preparation for making "mochi" is all too familiar in this country around the end of the year. In all truthfulness, however, it can be a rather tasty snack for those blessed with strong jaws and no loose teeth.

Eating Raw Fish

Don't be surprised to find a baked fish on your dish with head attached, for some Japanese even consider this the best part, downing it with gusto—eyeballs and all. But for most Westerners, the most far-out aspect of fish eating here is taking it raw. Pressed on or between pickled rice, it is call "sushi," while when taken alone or with a bit of horseradish and some salad garnishes, it is known as "sashimi." The whole art of "sashimi" lies in the selecting, slicing and, in some cases, the pouring of hot water over the raw fish.

Japanese are also fond of another inhabitant of the sea—whale, which is eaten raw as well as grilled as a steak. They say the custom was adopted after the war with the Eskimos.

Call it tangle, kelp, laver or even by its Japanese name, "nori," it still adds up to smelly old seaweed. It looks more like sheets of carbon paper than anything else and doesn't taste much better—that is, unless you're a Japanese.

They go for it in a big way, making soup out of it, wrapping "sushi" in it and other rice ball concoctions and generally use it as flavoring for various dishes. It is also disgustingly good for you, containing vitamin A.

Preparing Broiled Eel

Japanese chefs have devised an appetizing method of preparing "unagi" (eel) that would tempt even the most persnickety Western visitor. Called "kabayaki," it is prepared thus: the eel is taken wriggling from a nearby aquarium and placed on the chopping block. But be careful it doesn't chomp off one of your fingers before you lop off its head. Next, slit it lengthwise, debone it and cut it into sections. After stirring up the charcoal in your broiler, steam the pieces of eel and slip them onto a skewer. Now dip into a sauce of "mirin" (sweet sake) and "shoyu" (soy sauce) and broil over the briquettes. When a bit dry, dip into the sauce and broil again, repeating this process three or four times. It's eaten with or without rice.

If you've ever picked up a big fat holeless doughnut with a hungry gleam in your eye and ended up with a mouthful of sweet bean paste, you must have felt like dashing off to the nearest bakery and grabbing the creator of that unique concoction by the collar and demanded the bean paste recipe. Well, don't bother, brother, because here it is—for free: Boil the red beans until they're soft, dump into an old flour bag and drain out the water, add a little salt and boil down over a fire. Throw in a generous portion of sugar and soon you'll have one of the sickliest looking messes of bean paste you ever saw. Now all you have to do is bake yourself up a batch of doughnuts and you've got it made.

The aforegoing series of Japanese dishes provide as formidable a culinary obstacle course that any gung ho gourmet ever encountered. Personally, I'll stick with the chocolate-coated ants.

Mr. Andy Adams is a staff writer of The Japan Times.

EXPERTS with years of experience and 4,000 branches forming a network all over Japan, offer you tourism services to make you enjoy the true Japan.
For package, independent and fully escorted tours—anywhere in Japan.

NIPPON EXPRESS CO., LTD.
Head Office: Nittsu Bldg., Kanda, Tokyo
NIPPON EXPRESS U.S.A., INC.
2 West 46th St., New York 36, N.Y.
San Francisco Los Angeles

Live Like a Prince —Stay in Regal Splendour!

Takanawa PRINCE HOTEL
TAKANAWA PRINCE HOTEL
Takanawa Minamicho, Minato-ku, Tokyo
Tel. (441) 4121, 8141 Cable Add. "PRINSOTEL"

AKASAKA PRINCE HOTEL
Kioicho, Chiyoda-ku, Tokyo
Tel. (332) 5151-8 Cable Add. "PRINCE AT TOKYO"

AZABU-PRINCE HOTEL
Azabu-Honmuracho, Minato-ku, Tokyo
Tel. (473) 1111-7 Cable Add. "AZABUPRINCE"

YOKOHAMA PRINCE HOTEL
Masaka, Isogomachi, Isogo-ku, Yokohama
Tel. Yokohama (75) 1381 Cable Add. "YOKOPRINCE"

✻ BEST OF JAPAN

As Recommended by Noted Personalities

Konosuke Matsushita, president of Matsushita Electronic Industrial Co. and board chairman of Matsushita Electric Industrial Co., is one of Japan's foremost business leaders today. Matsushita, now 69, is known for his unique business philosophy which is summerized by the slogan, "Peace and Happiness through Prosperity."

Nanzenji Temple

By KONOSUKE MATSUSHITA

Kyoto is an ancient capital of Japan with a history dating back to 12 centuries.

Having numerous Buddhist relics of historical value, Kyoto also is a center of Buddhism and activities of Buddhists in Japan.

Buddhism originated in India, spread to China and was brought to Japan about 14 centuries ago. This Oriental religion is still alive in India, China and other Southeast Asian countries as in Japan but the place it holds in the people's life is dissimilar.

Has Big Influence

Placed in the Japanese climate and given Japanese interpretation for centuries after it was introduced here from India via China, Buddhism was shaped into Japanese Buddhism and subsequently thrived although it has given birth to several sects. Buddhism is still wielding an essential influence over the mental and spiritual framework of the Japanese.

Nanzenji Temple is one of the five principal temples of the Zen sect, one of the several sects of Japanese Buddhism. Situated at the foot of Higashiyama in a picturesque landscape, the quiet temple has in its every nook the mark of the 700 years of its history.

In the temple, young monks are daily undergoing strict Buddhist practices of austerity based on ancient traditions under the guidance of an eminent old priest. Here, in this age of dazzling materialistic development, these disciples are engaged in the spiritual pursuit in the true tradition of Buddhism.

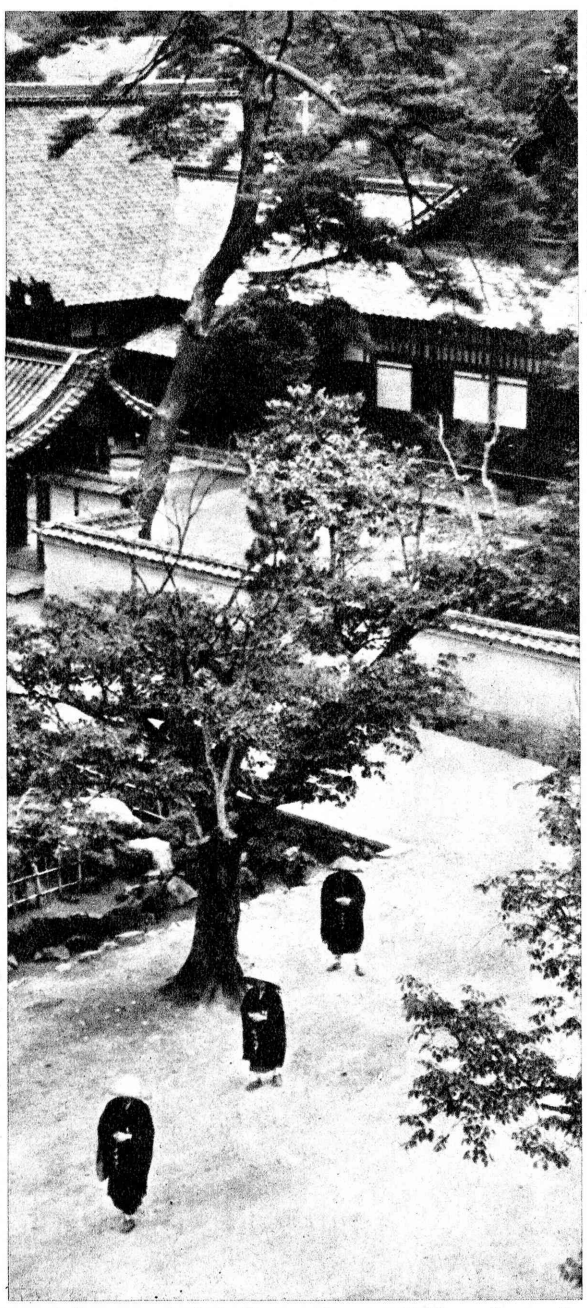
As Spiritual Culture

The fruit of their pursuit supplies spiritual food to the Japanese, provides the driving force for the Japanese race and serves as a prime support of the Japanese spiritual culture.

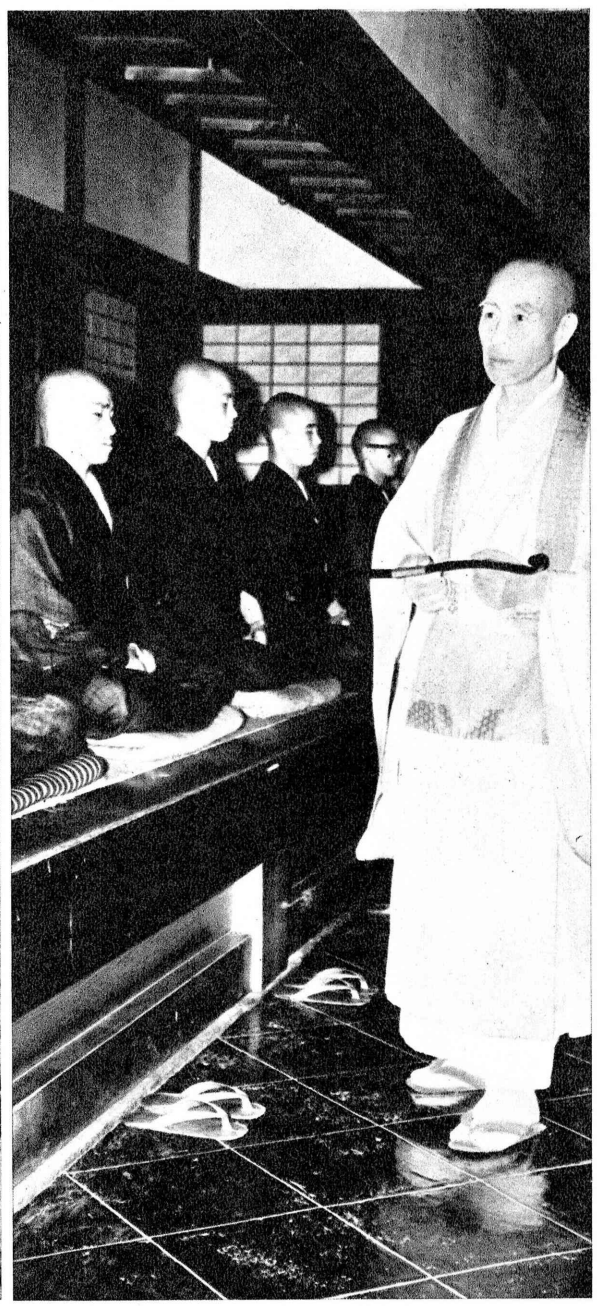
An important clue in understanding the Japanese people is to understand Buddhism. Zen provides a clue to understand Buddhism. For understanding Zen, one must visit the Nanzenji Temple.

There are other prominent Zen temples in Japan.

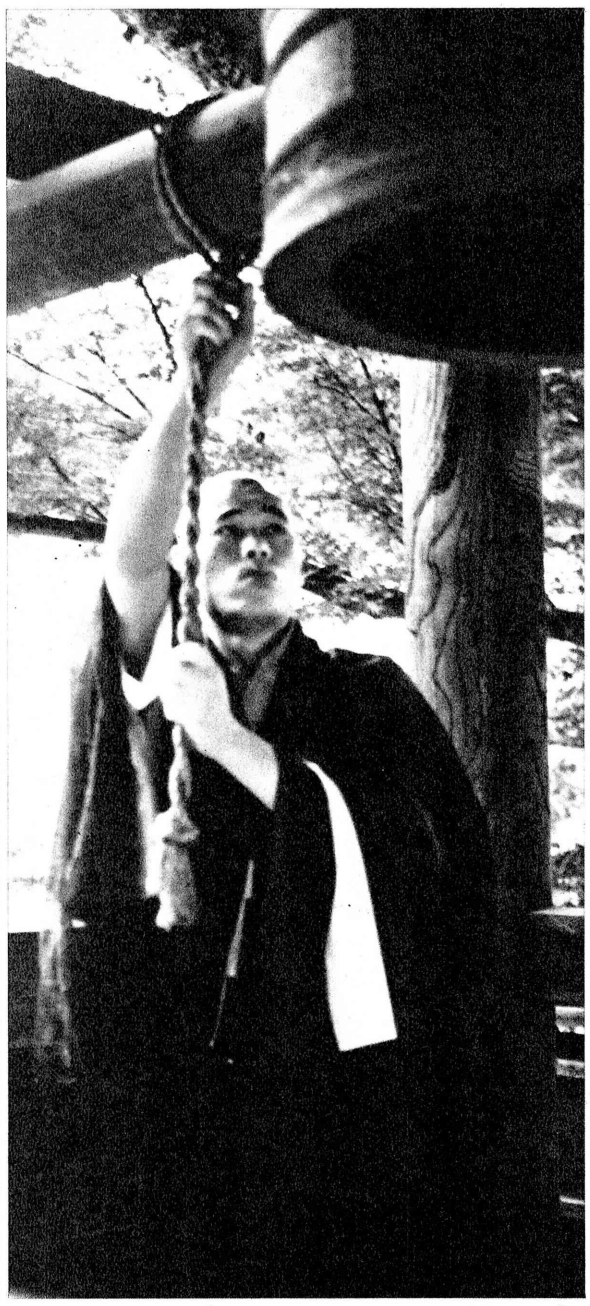
But with pride, I would like to recommend the Nanzenji Temple as the best in Japan for the subtle beauty of its form and for the single-minded pursuit being made there in strict compliance with centuries-old traditions.



The monks' hall in Nanzenji Temple and monks going out to receive alms.



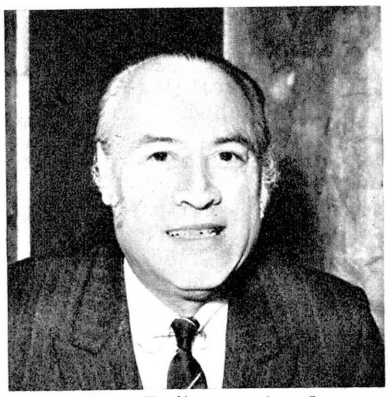
The chief abbot of the Nanzenji Temple inspects monks undergoing Zen meditation.



Belfry at the monks' quarters in Nanzenji Temple.

Japanese Opera

By YOSHIE FUJIWARA



Yoshie Fujiwara is the organizer of Fujiwara Opera Company, Japan's oldest existing opera troupe founded in 1933. He was one of the best tenors Japan had.

The Fujiwara Opera Company celebrated the 30th anniversary of its founding in 1963. By a coincidence, opera companies from Italy and West Germany, both ranked among the best in the world, visited Japan to open the autumn opera season in a gala atmosphere. Our troupe supplied the chorus for the Tokyo performances staged by these world famous companies.

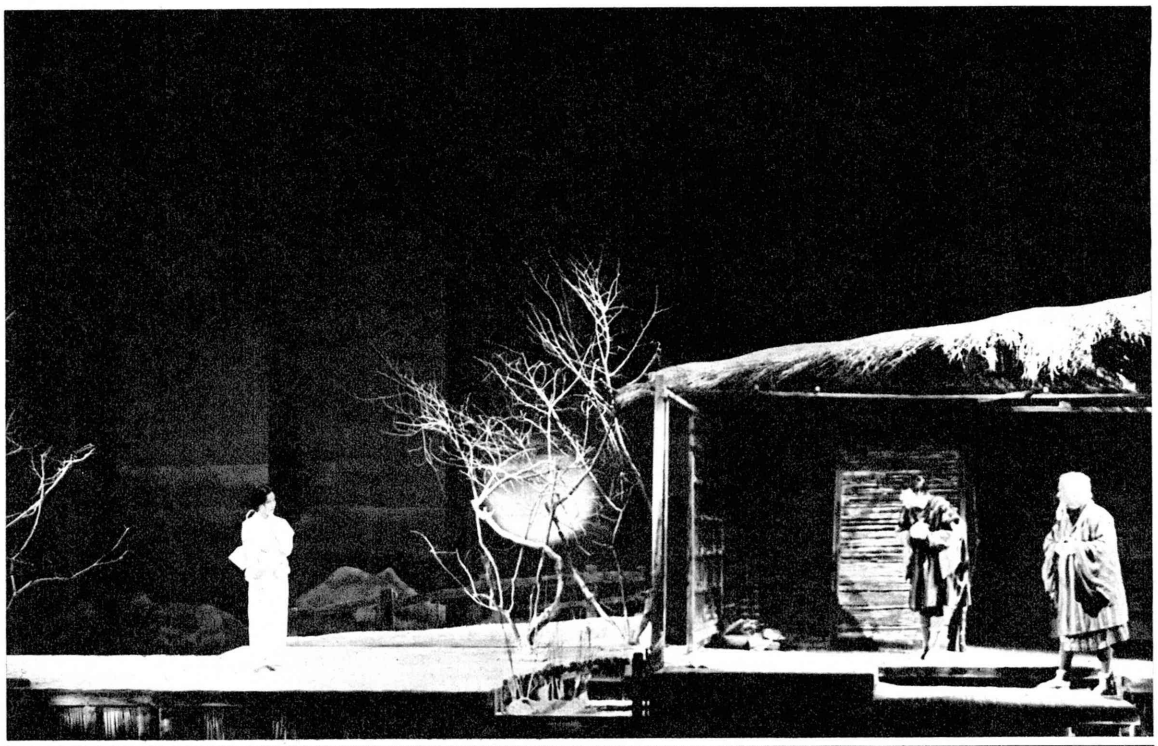
During the season, as one of the special anniversary programs our company presented Giacomo Puccini's triology "Tabarro," "Suor Angelica" and "Gianni Schicchi."

Observing the Italian opera troupe presenting the works of great Italian composers such as Verdi and Puccini, and the Germans singing the works of German composers such as Beethoven and Wagner, I keenly felt the importance of having an opera that was born out of one's own cultural soil.

I need more operas which deal with our own country—operas which we can present in the Japanese language and the performers wearing kimono. Already, we have three such works—"Kurofune" by Koscak Yamada, "Yuzuru" by Ikuma Dan and "Shuzenji Monogatari" by Osamu Shimizu.

As an opera troupe leader and one who had been an opera singer for many years, I think these works are one of the best things we Japanese can show to the people of the world.

I eagerly hope that these great works by Japanese composers will be presented oftener and that more operas be born here. The most important activity of our troupe will be in the presentation of Japanese operas.



This photo shows "Yuzuru" being performed at the Opera House in Zurich early in 1957. The prima donna was Miss Michiko Sunahara.

Make your travel in Japan more enjoyable with

Sumitomo's Yen Travellers Checks

* Buy them at Sumitomo Bank's head office, branches and affiliated banks in Japan and abroad.
* Available in three denominations of ¥3,000, ¥10,000 and ¥50,000.
* Accepted as well as cash throughout Japan, at Sumitomo Banks, main hotels and department stores, etc.
* Refunded promptly in case of loss or theft.
* Unused checks can be changed into foreign currency.

Main Branches in Japan

Head Office Business Dept.:
22, 5-chome, Kitahama, Higashi-ku, Osaka

Tokyo Branch:
1, Marunouchi, Chiyoda-ku, Tokyo

Yokohama Branch:
22, 2-chome, Honcho, Naka-ku, Yokohama

Nagoya Branch:
3, 9-chome, Hirokoji-dori, Naka-ku, Nagoya

Kyoto Branch:
Karasuma Sanjio, Nakakyo-ku, Kyoto

Kobe Branch:
11, 1-chome, Sakaemachi-dori, Ikuta-ku, Kobe

Fukuoka Branch:
3, Shimodoi-cho, Fukuoka

Hiroshima Branch:
Kamiya-cho, Hiroshima City

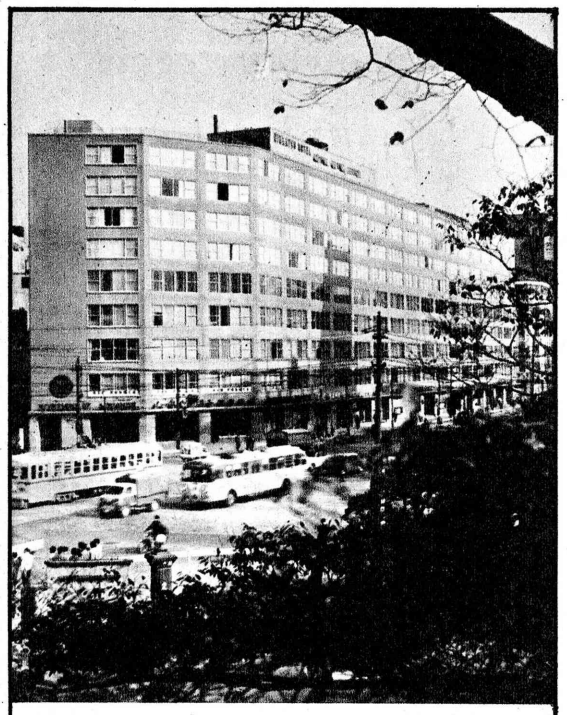
And 137 other branches in key cities throughout Japan

THE SUMITOMO BANK, LTD.

HEAD OFFICE: Osaka, Japan

OVERSEAS OFFICES:
New York, London, Hong Kong, Karachi

AFFILIATED BANKS:
THE SUMITOMO BANK OF CALIFORNIA
San Francisco, Los Angeles, Sacramento, Crenshaw, San Jose, Gardena
BANCO SUMITOMO BRASILEIRO S.A.
Sao Paulo



NIKKATSU HOSPITALITY

in the center of activities

Tokyo NIKKATSU HOTEL

Address: Yuraku-cho, Chiyoda-ku, Tokyo
Tel: 271-2261(10), 2271(10)
Cable: NIKKATSUHOTEL TOKYO
Telex: 22-207

NICOLA'S PIZZA HOUSE

®REGISTERED TRADE MARK

A TRUE ITALIAN RESTAURANT

BEST in PIZZAS

Hundreds of Varieties!

★ Imported Chianti ★
★ Steak Room ★

TILL 4 A.M. DAILY

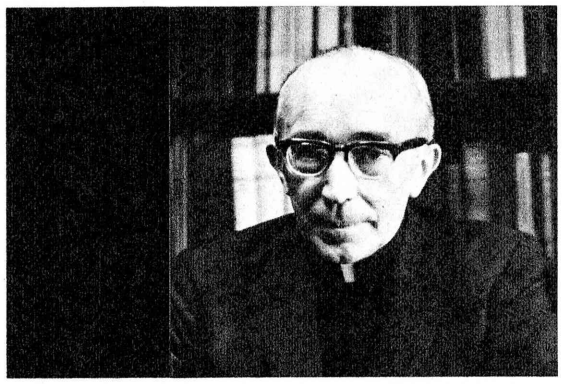
Tel. 481-4712,7983

NICHOLAS V. ZAPPETTI
American Owner

FOR TAXI 港區麻布飯倉片町1-4／15th between B & D Aves.

Tokyo's Subway System

By JOSEPH ROGGENDORF



Rev. Joseph Roggendorf has been professor of literature at Sophia University since 1940. He is known for his good command of Japanese and has contributed to various periodicals here. His book, "Crisis of Europe," has been published in Japanese language.

It is not the fashion now to sing the praises of Tokyo, and indeed this noisy and untidy city has exasperating aspects enough. Still, with a minimum of sympathy one cannot help admiring the irrepressible vitality that makes possible the conquest of incredible odds.

I personally consider Tokyo's underground railroads a glorious feat of the Tokyo spirit. It is perhaps typical that, like so much beauty in Japan, the subways are somewhat hidden from the public gaze and many foreigners fail to descend to the bowels of the earth to discover them.

The system is comparatively young. The first line, now called No. 3 (Asakusa to Shibuya) was only completed in 1939; it is some 14 km. long and was 14 years a-building. (At present subways are built at the rate of 8 km. per year). London's venerable underground celebrates its centenary this year, and the subways of New York, Paris and Berlin were all begun around the turn of the century.

The comparative newness of the Tokyo subway is one reason for its characteristic smoothness, cleanliness and safety. Another reason is the connection of the oldest line with Ginza glamor. The section along the famous shopping avenue was ready for traffic much earlier than the rest of No. 3, and the celebrated big department stores along the road are responsible for the touch of elegance characteristic of this line which the later extensions have always tried to emulate.

Grand Ginza Station

Such terminals as Shinjuku or Ikebukuro are perhaps even excelling anything the Ginza has been able to show so far. But the Grand Ginza Station scheduled to open in a few months will outshine them all. It will be a vast underground palace stretching all the way from the Kabuki Theater to Hibiya Park, consisting of brightly lit five stories, including a motorway and a concourse for pedestrians and will link seven stations of six subway lines.

The most amazing efforts of Tokyo's subway planners are, however, turning in the direction of solving the difficulties of commuters in the remote suburban dormitories.

Underground lines are now being extended at such a pace, that in a few years the whole net will consist of 178 km. (60 km. now in operation will have grown to 80 km. by next summer). Four and a half million passengers are then expected to be carried a day, three times the present number.

Equally revolutionary for an improvement of the traffic situation are the plans now being pushed of having subway trains run on the tracks of existing railways both private and national.

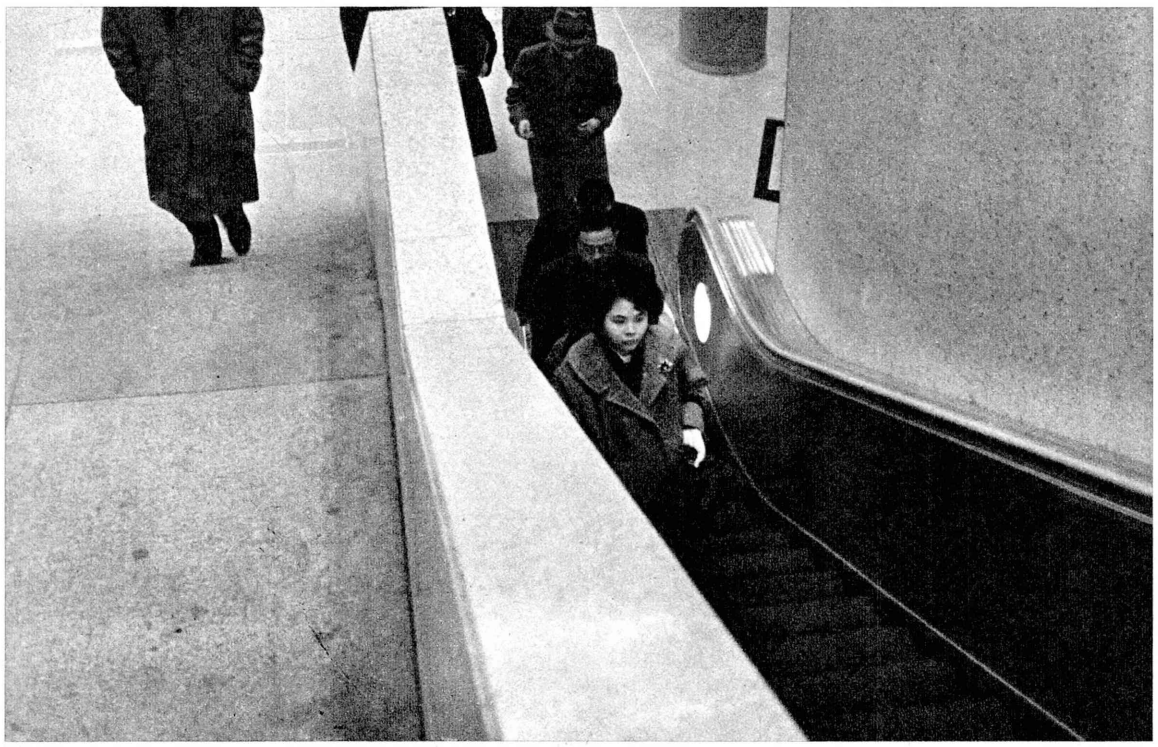
What I find admirable about the new development is that the newly built lines are as spotlessly and courteously kept up as their glamorous forerunners, but especially that construction keeps up with announced schedules against handicaps that no other metropolis in the world has to face.

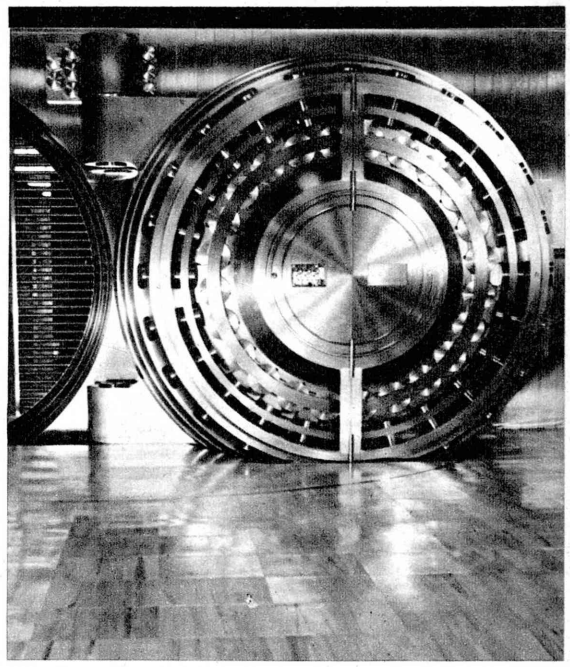
Sub-Surface Type

The soil of Tokyo is so soft, that tunneling is out of the question. The up-town area is covered with volcanic ash, with clay and sandstone underneath, while the lower-laying land consists of silty clay and alluvial deposits. Subway construction has, therefore, to be of the sub-surface type, that is to say, streets have to be dug up first.

Now the ratio of streets to the city area is only 13 per cent, less than half of what it is in the West. Streets can, therefore, not be closed while subway work goes on; they are being covered with planks for surface traffic to continue.

I consider Tokyo's subways a monument to Japanese skill and taste and for that reason alone well worth a visit on the part of the foreign tourist. To us long-time residents, they have already long proved the quickest, most secure and—if one excepts the rush hours—most pleasant means of locomotion in the city.





TRADE with JAPAN SAFELY through TOKAI

WE HAVE EXPERT STAFF, FACILITIES AND DOMESTIC & OVERSEAS OFFICES TO MEET ALL YOUR BANKING NEEDS.

TOKAI BANK

HEAD OFFICE: NAGOYA, JAPAN
OVER 170 BRANCHES IN JAPAN
LONDON BRANCH OFFICE
NEW YORK REPRESENTATIVE OFFICE

INAGIKU

For the finest tempura eat in Tokyo . . . at 稲ぎく

Prepared by chefs with years of experience. Huge round tempura table seating 30 is ideal for parties.

For reservations:
Phone 661-8855, 9988
6, 2-chome, Kayaba-cho, Nihonbashi, Chuo-ku, Tokyo
For Taxi Driver：茅場町2丁目6市場通り

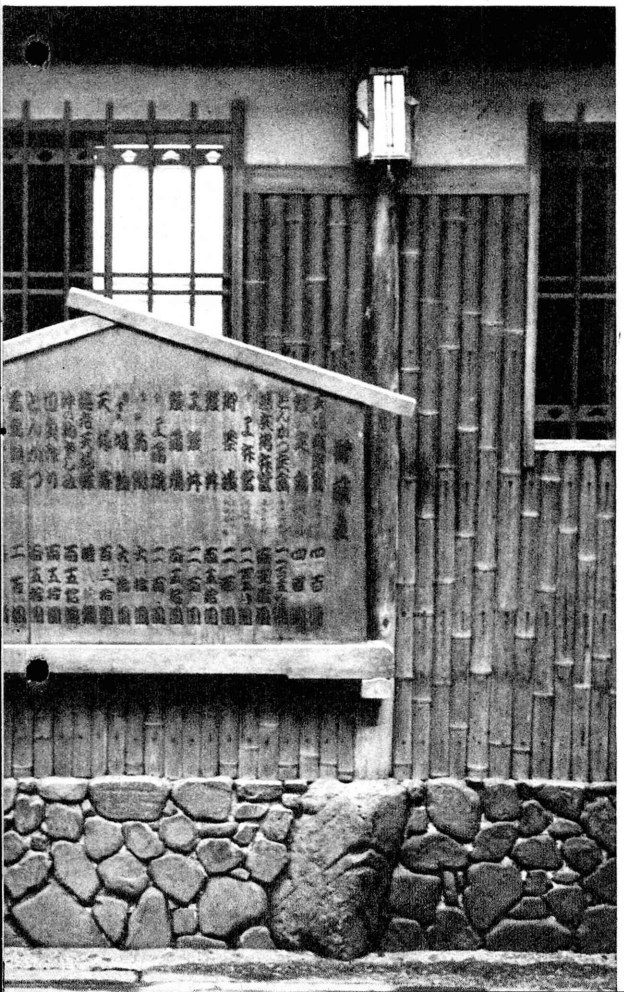
京都

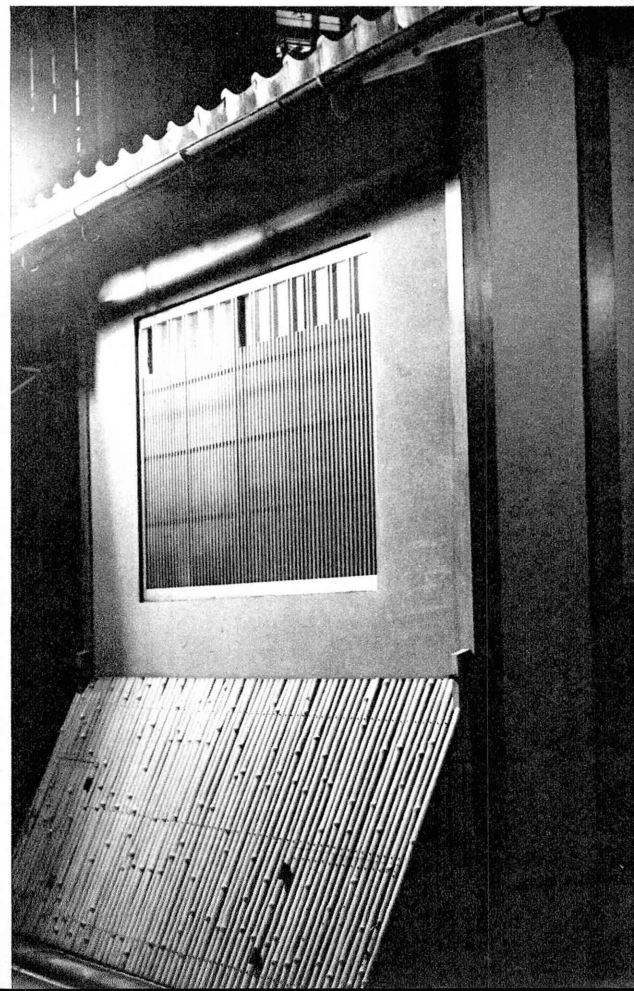
Kyoto An Ancient Capital

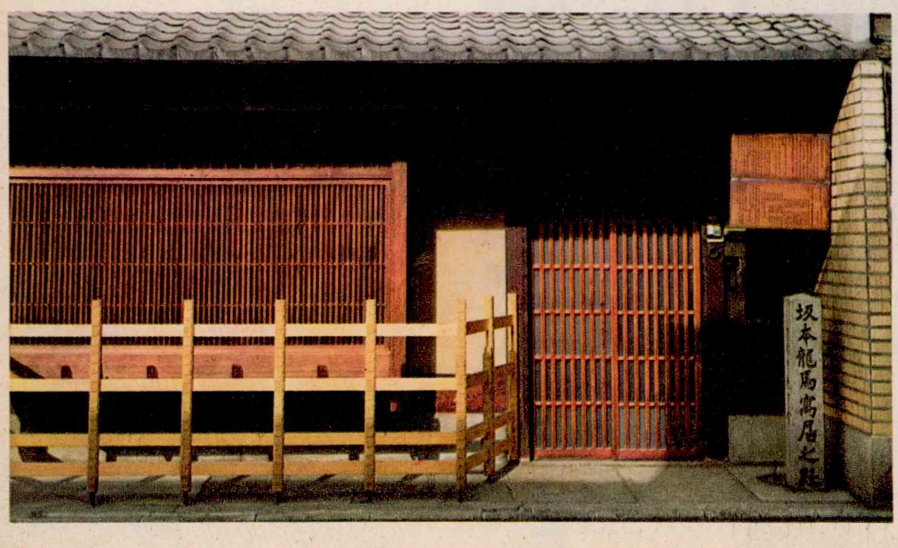
Kyoto, which had been the capital of Japan for more than a thousand years, has a warm place in the heart of every Japanese. During its long history, Kyoto has been the cradle of Japanese culture and arts. Even today, Kyoto is full of ancient and simple structures, quiet gardens and quaint homes and shops. These blend naturally with the beautiful environment of the ancient city.

Homes and Alleys in Kyoto

The residential area of the common people in Kyoto contains houses that have been standing for many years. The houses, together with the winding alleys, are reminiscent of ancient days. The houses are not beautiful nor extraordinary, but are of refined taste, oozing a quaint beauty hardly seen in modern houses.

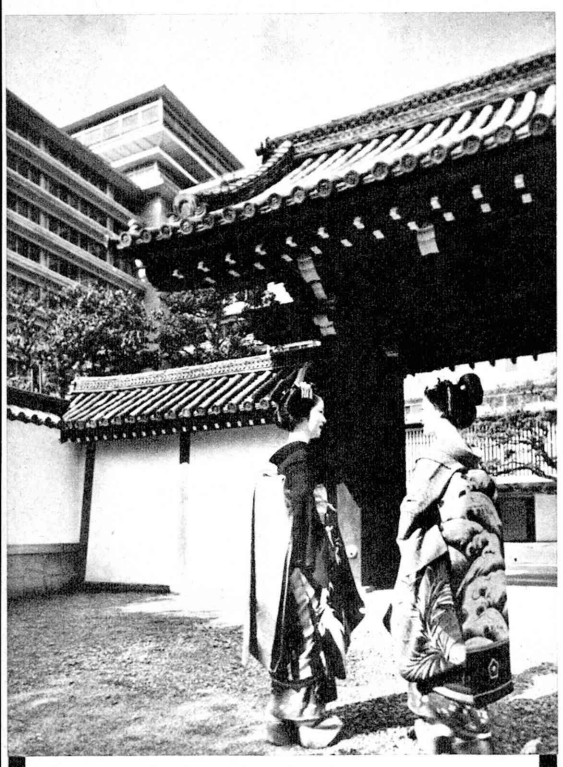


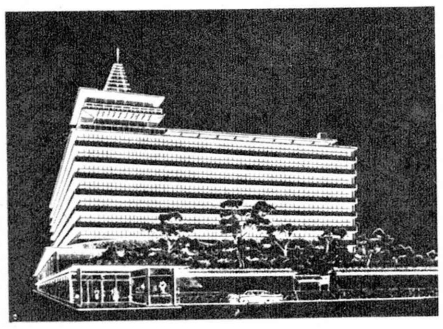



坂本龍馬寓居之跡

二軒茶屋
中むら楼

Kyoto, the ancient capital of Japan, is a blend of the modern and the traditional. Viewed from Higashiyama, the dying rays of the sun silhouette the tower of Yasaka Shrine and lighten the streets of a modern city. The scene is a conglomeration of the old and the new, the quietness of an ancient capital and the bustle of a vigorous modern metropolis. The Meishin Expressway, Japan's longest, adds another milestone to the ancient capital.





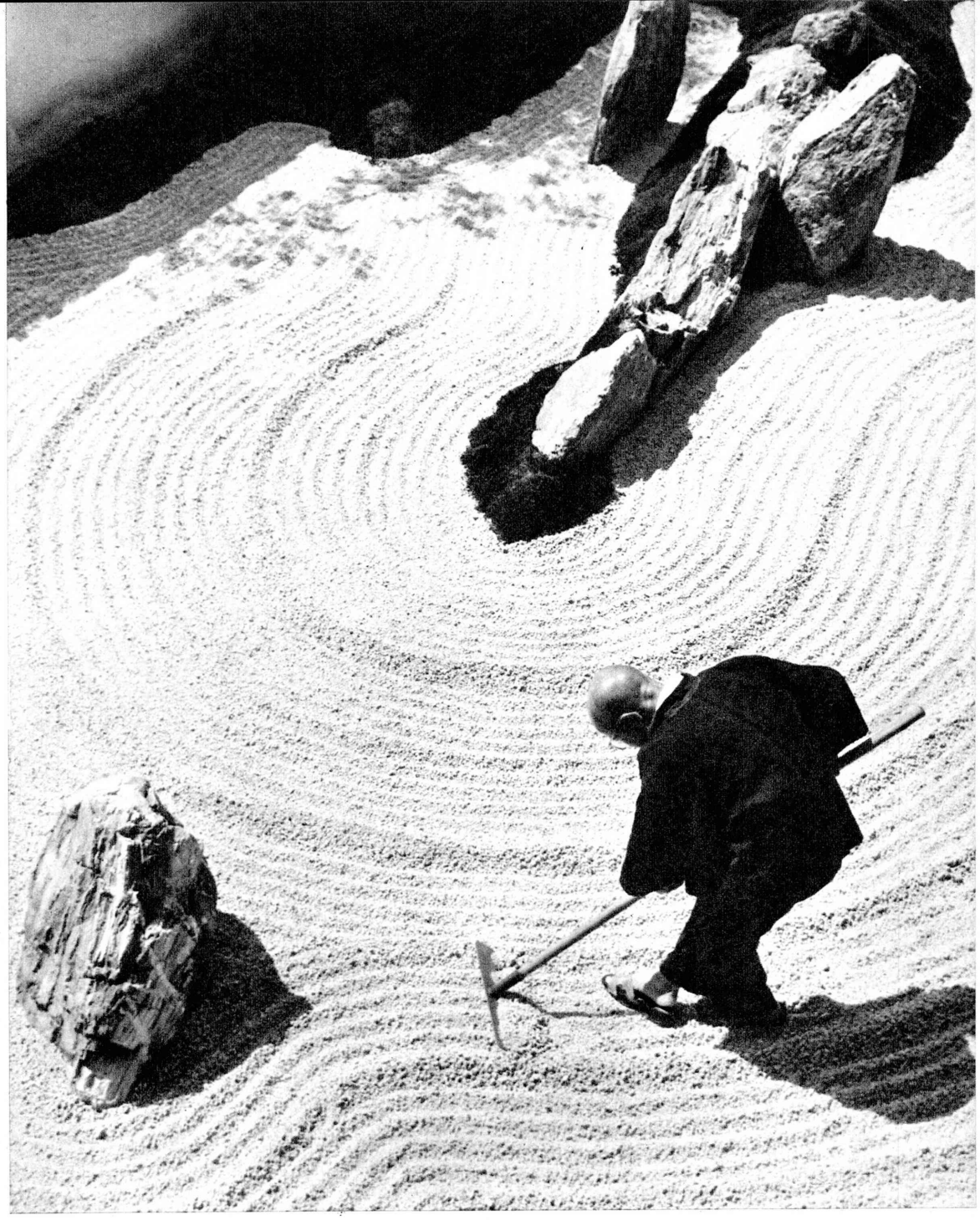
— Seeing Kyoto means knowing the real Japan —
So don't fail to stay at this famous International Hotel Kyoto
— It's the best and serves you the best —

TARIFF:

Single $ 5.60
Double $ 9.00—16.00
Twin $11.00—18.00
Suite $36.00
De Luxe Suite $119.50
Japanese Room $10.00—20.00

International Hotel Kyoto

Nijo, Kyoto City, Japan
Phone: (23) 9171)
Cable Address: INTERHO KYOTO
Telex No. 338-58 INTERHO KYO

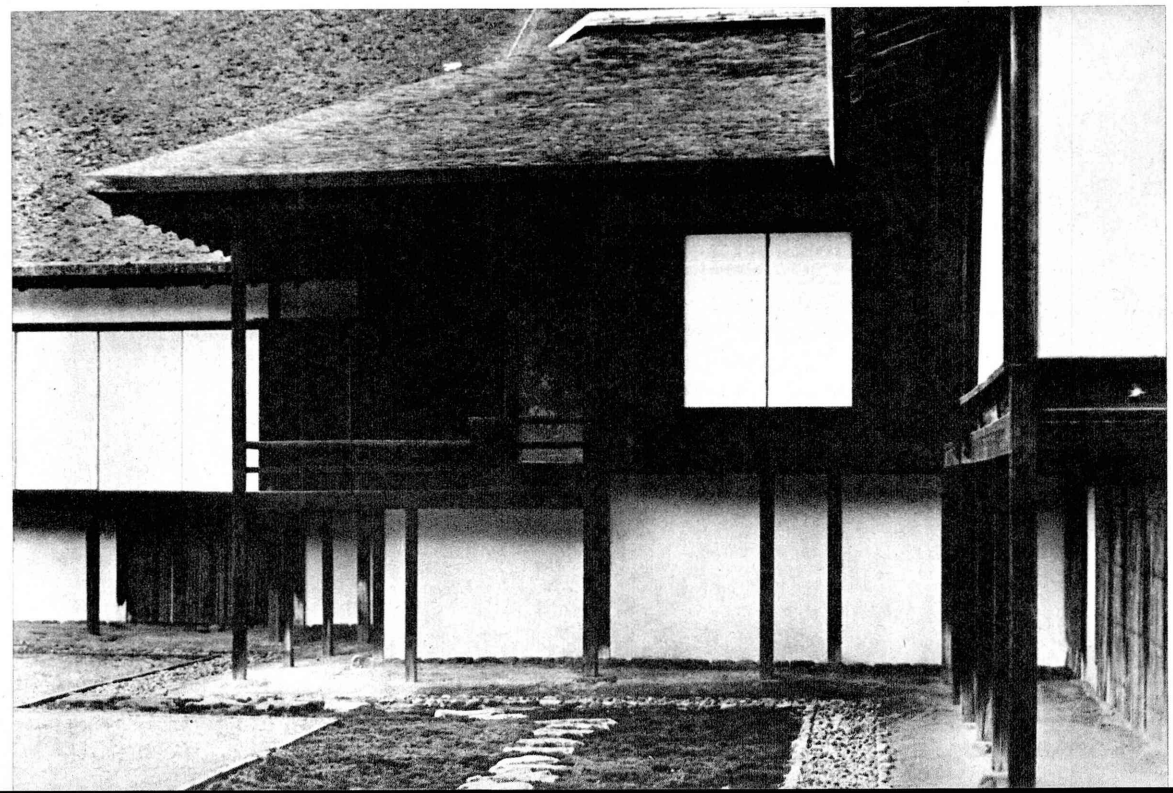


Rock Garden of Zuihoin Temple

A garden is the crystallization of the nature-loving heart and artistic spirit of the Japanese people. The rock garden in this temple expresses nature in a limited space and is a symbol of eternal life.

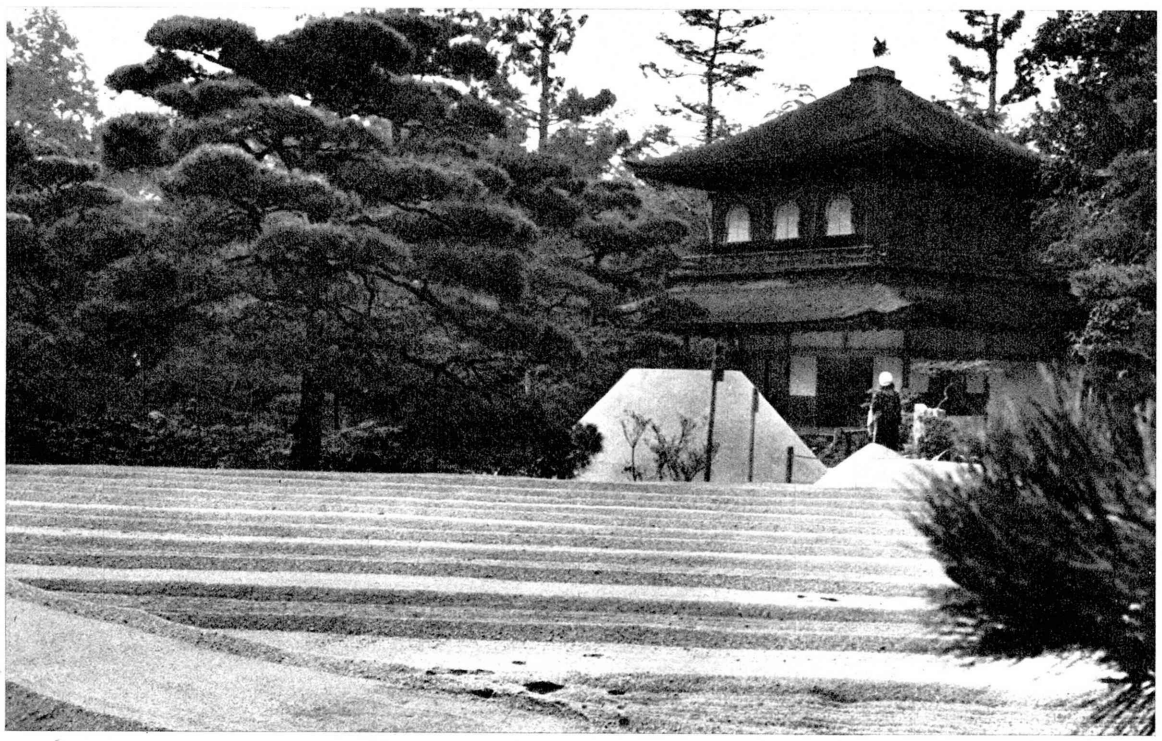
Katsura Detached Palace

This is the Katsura Detached Palace located in the suburbs of Kyoto and used by the Imperial Family as a resort. It has been introduced throughout the world by Bruno Taut. The architecture and gardens of the palace which is more than 300 years old, still impress one with its modernity.



Stone Path of Daitokuji Temple

This huge Zen temple located in the northwestern corner of Kyoto whose compounds measure 150,000 square meters. Particularly famous is a path paved with stones.

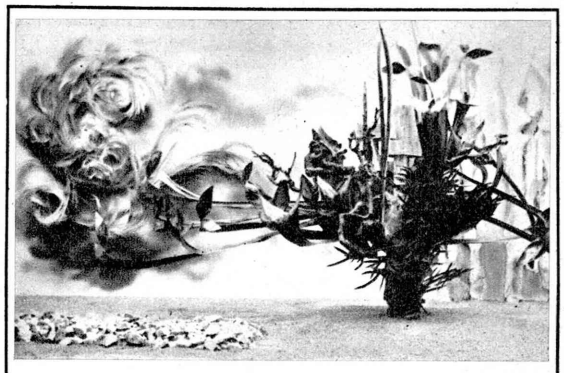


Ginkakuji Temple

Ginkakuji Temple is the home of mysticism. The shape and appearance of the garden, the ancient building, all speak of a history that has lasted 500 years.

Kyoto Palace

This is the palace in Kyoto where the emperors of Japan lived for more than 1,000 years. The palace pictured here was reconstructed in 1855, but it still retains much of its ancient counterpart in its grandeur and simplicity.



IKEBANA

THE
ART OF JAPANESE FLOWER ARRANGEMENT

IKENOBO

GAKUEN UNIVERSITY

For further details please contact the following:

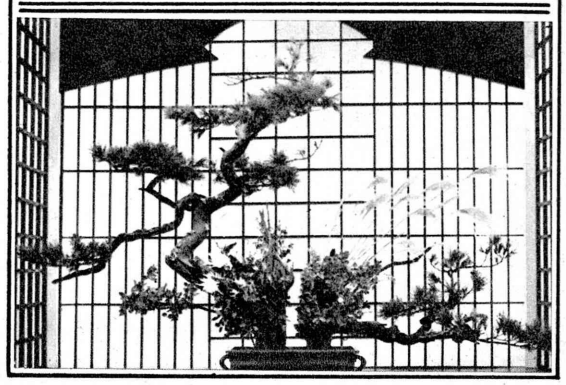
Nishiiru, Muromachi, Shijo-dori
Shimokyo-ku, Kyoto
Tel: Kyoto (35) 8581-5

3, 2-chome, Surugadai, Kanda,
Chiyoda-ku, Tokyo
Tel: Tokyo (291) 3071-4

* Ikenobo ikebana includes all of the typical styles of Japanese flower arrangement: Rikka, Shoka, Nageire and Moribana.
* For the benefit of foreign tourists, instructors are available at $2.00 for a 2-hour lesson which includes the cost for the flowers.
* Lessons will be given in accordance with the textbook in English.
* For foreigners interested in taking lessons on a long-term basis, a special class is open at our Tokyo school.
* Certificates will be awarded in accordance with the proficiency in the art of the individual.

JAPANESE FLOWER ARRANGEMENT DISPLAY AT NEW YORK WORLD'S FAIR

A permanent display of Japanese flower arrangement by Ikenobo will be one of the attractions at the New York World's Fair to take place from April 17, 1964 to Oct. 17, 1965. The themes will be "Dynastic Culture of Japan and Flower Arrangement," the "Zen Culture and Ikebana," with heavy emphasis placed on the spiritual and intrinsic nature of Japanese flower arrangement. The flower arrangement style to be displayed is shown in the photograph below.



Vicinity of Nanzenji Temple

In ancient times, the vicinity of the Nanzenji Temple used to be a residential area of noblemen. This is the reason why, even today, the district surrounding the temple is still beautiful and elegant, with a mood of gentility pervading the atmosphere.

Kiyomizudera Temple

This temple, supported by huge wooden pillars, is unique in that it is located on the top of a sheer cliff. A birds-eye view of entire Kyoto can be seen from this temple.

A scene from R. Strauss' opera "Salomé" staged at Osaka International Festival

7th OSAKA INTERNATIONAL FESTIVAL 1964

APRIL—MAY

For Festival Schedule, write to OSAKA INTERNATIONAL FESTIVAL SOCIETY, Nakanoshima, Osaka, Japan

A Thumbnail Guide To

KYOTO

Kyoto is one of the six major cities in Japan with a population exceeding one million. It is surrounded by mountains and hills on three sides and the sparkling Kamo River runs through the city. To the northeast is located Japan's biggest lake, Lake Biwa. Kyoto abounds in scenic beauty.

Kyoto was the capital of Japan for more than a thousand years—from the time Emperor Kammu established his court here in 794 to the time of the Meiji Restoration in 1868.

During these long years, Kyoto was the center of culture and arts. Here was nourished the traditional Japanese arts of architecture, sculpture, garden making, painting and handicraft.

Tokyo today may be the center of political and economic activities, but Kyoto is still dear to the hearts of the Japanese people as the cradle of Japanese culture and civilization.

Foreigners visiting this scenic city always exclaim that here lies the real Japan.

The Japanese people have a warm place in their hearts for beautiful Kyoto, which had been the capital of Japan for more than 1,000 years.

The stage of the "Genji Monogatari," the most famous of all ancient classical literature in Japan, is set in this colorful city. The Japanese people owe much of their cultural and intellectual heritage to Kyoto where numerous ancient objects of art still can be seen today.

The most popular course for a sight-seeing tour of Kyoto starts with visits to ancient shrines, temples and historical sites. During the trip, one goes through the sedate streets lined with houses and gardens reminiscent of olden Japan. The colorful pageants and festivals which make Kyoto so alluring are also a must for the visitor.

Kyoto is also blessed with industries making beautiful objects of art such as silk fabrics and ceramic wares.

If you desire to visit Kyoto for only two or three days, and still enjoy your trip, the best thing for you to do is to take the tourist buses which operate regularly every day.

Bus companies provide fluent English speaking guides on the buses. The following things are also prepared for the convenience of the visitor:

Morning Tour (Every day)

	Lv.	Arr.
Miyako Hotel	9:00 a.m.	12:10 p.m.
International Hotel Kyoto	9:10 a.m.	12:20 p.m.
Kyoto Hotel	9:15 a.m.	12:30 p.m.
Kyoto Station Hotel	9:30 a.m.	12:40 p.m.

Fee: ¥1,000

Route: Sanjusangen-do Temple—Kiyomizu Temple—Heian Shrine

Afternoon Tour (Every day)

	Lv.	Arr.
Miyako Hotel	1:30 p.m.	5:00 p.m.
International Hotel Kyoto	1:00 p.m.	5:20 p.m.
Kyoto Hotel	1:45 p.m.	5:10 p.m.
Kyoto Station Hotel	2:00 p.m.	5:30 p.m.

Fee: ¥1,000

Route: Higashi Hongan-ji (Temple)—Nijo Castle—Old Imperial Palace (on Sat. Sun. & holidays, Ryozen Kannon—Kinkaku-ji (Temple)

Night Tour (Every day from March to Nov. 30)

	Lv.	Arr.
Miyako Hotel	6:30 p.m.	10:10 p.m.
International Hotel Kyoto	6:30 p.m.	10:10 p.m.
Kyoto Hotel	6:40 p.m.	10:20 p.m.
Kyoto Station Hotel	7:00 p.m.	10:30 p.m.

Fee: ¥3,500 (Including dinner)

Route: Sa-ami (a Japanese restaurant, Japanese style dinner served)—Gion Corner (Showing Japanese traditional arts and entertainments)

Garden Tour (Monday, Wednesday & Friday from April 1 to Oct. 31)

	Lv.	Arr.
Miyako Hotel	1:20 p.m.	6:00 p.m.
International Hotel Kyoto	1:30 p.m.	5:40 p.m.
Kyoto Hotel	1:30 p.m.	5:50 p.m.
Kyoto Station Hotel	1:40 p.m.	5:30 p.m.

Fee: ¥1,200

Route: Daisen-in (Temple) (Stone garden)—Ryoan-ji (Temple) (Stone garden)—Tenryu-ji (Temple) (Pond garden)—Saiho-ji (Temple) (Moss garden)

Kyoto Art & Craft Tour (Tuesday, Thursday & Saturday from April to Oct. 31)

	Lv.	Arr.
Miyako Hotel	9:00 a.m.	5:20 p.m.
International Hotel Kyoto	9:10 a.m.	5:05 p.m.
Kyoto Hotel	9:15 a.m.	5:10 p.m.
Kyoto Station Hotel	9:30 a.m.	5:35 p.m.

Fee: ¥3,000 (Including luncheon)

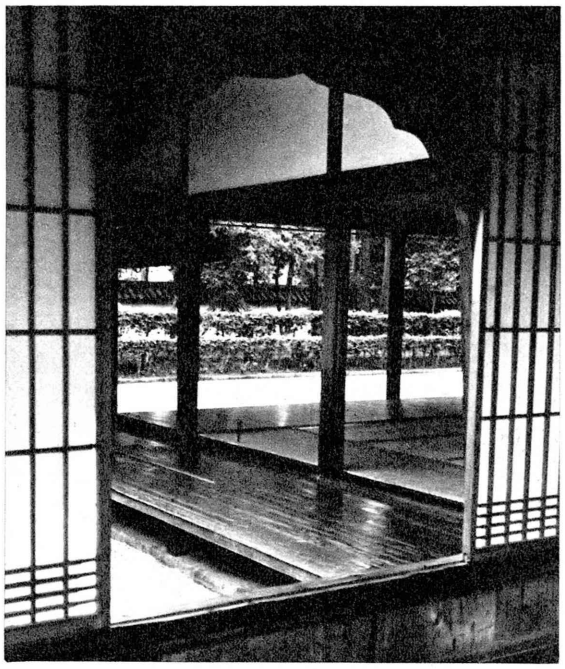
Route: Fujihira earthenware manufactory (Kiyomizu pottery) — Tokuriki's house (Woodblock printer)—Lunch (at the Kikusui restaurant, Japanese cuisine) & Bonseki (Tray landscape)—Kyoto Kigyo Co. (Nishijin silk weaving)—Tea ceremony (at the Daitoku-ji Temple)—Silk Yuzen-zome dyeing (at the Senshu-en)

TAXIS

Ordinary Sedan: 1.6 km or less ¥100
For every additional 330 m. ¥20
Middle Sized Cab: 1.7 km or less ¥80
For every additional 420 m. ¥20
Small Cab: 1.7 km or less ¥70
For every additional 480 m. ¥20

CHARTERED CARS (Per hour)

Ordinary Sedan: ¥1,100
Middle Sized Cab: ¥900
Small Cab: ¥740
Hotels will arrange car service.



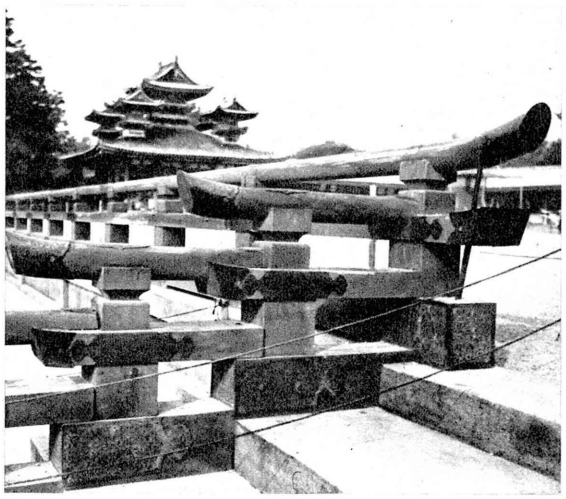
Daisen-in (Temple): Painting, Garden, Architecture

The Daisen-in is one of the subordinate temples of the Daitoku-ji (Temple). This temple was founded in 1509 by Rokkaku-Ominokami-Masayori, and Kogaku-Soko, his son, became the first chief priest. The hojo (living quarters for the abbot) is the oldest specimen of the Hojo style, and has been designated as a National Treasure.

The garden, designated as a Special Scene Beauty, is one of the representative Karesansui (Dry garden), laid out in the Muromachi period. It consists of rocks in various shapes and sizes which represent mountains, a waterfall and a stream, all in a small space.

Ginkaku-ji (Temple): Architecture, Garden

The Ginkaku-ji was originally built in 1489 as a villa for the Shogun, but on his death it was changed into a temple. Though it is called Ginkaku-ji (Silver Pavilion), it was never covered with silver as originally planned. In the Togu-do Hall, built in 1486, there is a small room which is the first example of the Shoin-zukuri style, on which all later buildings of this type are based. The garden is laid out with a pond surrounded by green moss and lanes, in which a white sand pile (called Kogetsudai) and a white sand dais (Ginsadan) symbolize a silver pavilion and Lake Saiko in China.

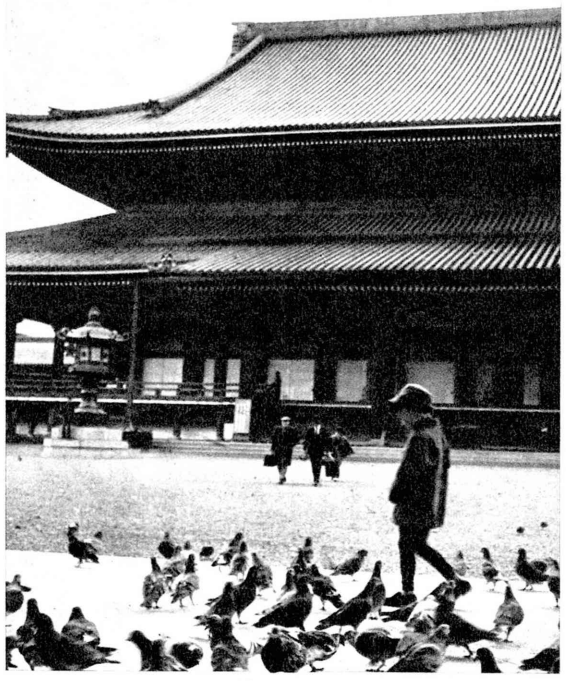


Heian Shrine: Architecture, Garden

The shrine buildings, painted red and green, are modeled on a reduced scale after the original Imperial Palace built in 794. In those days there was a strong influence from the Tang dynasty (China) on every phase of Japanese culture, and the style and color of the buildings are quite Chinese.

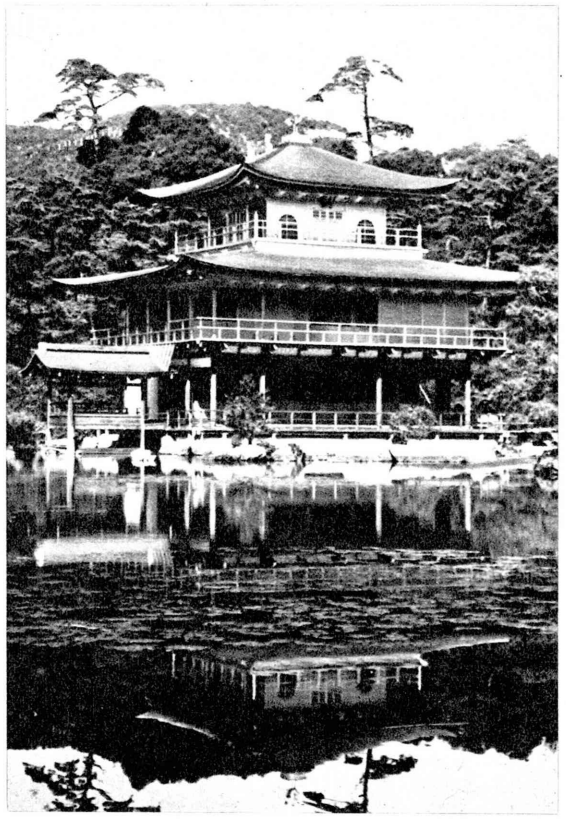
The Heian Shrine was founded in 1895 in commemoration of the 1,100th anniversary of the founding of the capital at Kyoto. It is dedicated to Emperor Kammu, the founder of Kyoto, and to Emperor Komei, who was the last ruler in Kyoto.

The red Torii gate, 23 meters high, is the largest in Japan. The garden in back is known for its weeping cherries (April), azaleas (May), irises (June) and snow scenes in winter.



Higashi Hongan-ji (Temple): Garden

Visitors who arrive at Kyoto Station will see first of all the magnificent buildings of this temple, the largest wooden structure in Kyoto, built in 1895. This is the headquarters of the Jodo-Shinshu sect.



Kinkaku-ji (Temple): Architecture, Garden

The present pavilion was completed in October 1955. It is an exact replica of the original building, which was erected in the 14th century as a villa for the third Ashikaga Shogun and turned into a temple after his death. It burned down in 1950.

The Golden Pavilion is a three-storied building with a bronze phoenix on its top; the walls of the second and third floors are covered with pure gold foil.

The green forest of the hills and the beautiful garden surrounding the building combine with the Golden Pavilion to produce a unique scene.

COMFORTABLE & FRIENDLY SPOTS

KYOTO
MIYAKO HOTEL
In Historic & Fascinating Old Capital

NARA
NARA HOTEL
In 1,200 Acre Nara Deer Park

OSAKA
OSAKA MIYAKO HOTEL
In Tennoji Station Bldg.

NOW AVAILABLE AT LESS THAN 1/2 THE REG. RATE

By placing your Special Subscription today, you save more than half of the regular subscription cost.

Subscribe now for ONE YEAR OR MORE to

The Japan Times Weekly
International Edition

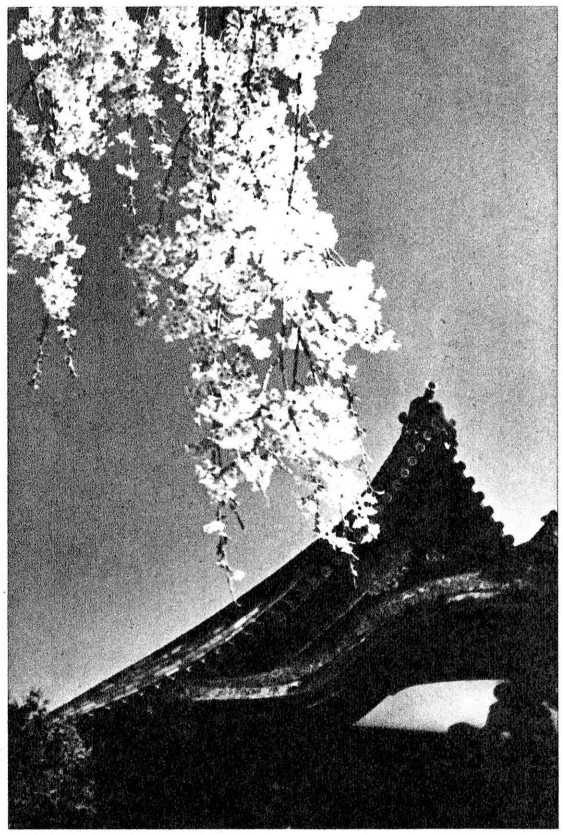
. . . the only English weekly of its kind . . .
(12 pages . . . tabloid size on fine India paper)

The Special Discount Rate is applicable only to those persons who apply by April 1964 for a period of one year or more.

Yearly Subscription Rates
(airmail postage included)

Zone I	Asia, Oceania, Australia, New Zealand	US$12.– (reg. rate US$25.20)
Zone II	North & Central America, Hawaii ...	US$14.– (reg. rate US$28.20)
Zone III	Europe, Africa, South America, Near East Countries	US$15.– (reg. rate US$31.20)

The Japan Times, Ltd.
1-1, Uchisaiwai-cho, Chiyoda-ku, Tokyo, Japan



Nijo Castle: Architecture, Garden, Painting

Since this castle was built as a residence of the Shogun (feudal ruler) and not for war, it is gorgeously decorated with colorful screen paintings and carvings which represent the magnificent culture of the Momoyama period (the latter part of the 16th century).

Though the castletower and inner palace were burned down, the Ninomaru (the second) palace has been preserved in good condition.

The garden of the Ninomaru Palace is a splendid composition with rocks and pond, representing the grandiose beauty of Momoyama culture.

You may be interested in the fact that the Samurai (warriors) were ranked in a distinguished hierarchy during the feudal ages.

Nishi Hongan-ji (Temple): Architecture, Garden, Painting

This is the headquarters of the Shinshu sect, built in 1592, and is one of the representative huge temple buildings in Kyoto. Karamon Gate, Daishoin Hall and Hiunkaku Pavilion were originally parts of the Momoyama castle. They are the finest examples of Momoyama culture, including the paintings on their sliding doors.

The garden, the so-called Kokei, is the Karesansui type, consisting of rocks and sand.

Ryoan-ji (Temple): Architecture, Garden

A simple rock garden, consisting only of white sand and 15 rocks, laid out in 1499, is acknowledged to be one of the masterpieces of Japanese culture. Its simple beauty will inspire philosophical meditation.

Saiho-ji (Temple): Architecture, Garden

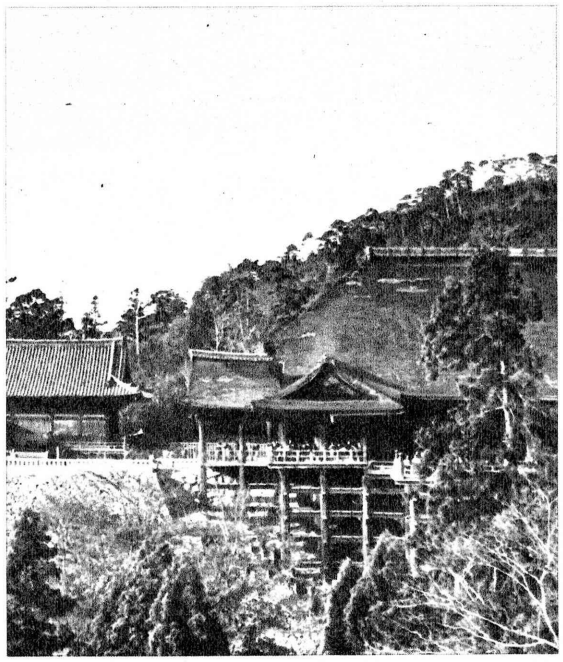
The Saiho-ji was originally founded in the 8th century and reconstructed in 1339 by Abbot Muso Kokushi. It is better known as the Moss Temple or Koke-dera because its landscape garden is carpeted with mosses of over 50 kinds. The upper garden is the Karesansui type (Dry garden) composed of huge stones.

Sanjusangen-do Temple: Architecture, Sculpture

The height of Buddhist ecstacy is found in this hall, built in 1266, where 1,001 statues of Kannon are standing. The Kannon statue in the center is the work of Tankei, a famous sculptor in the Kamakura period.

Tenryu-ji (Temple): Architecture, Garden

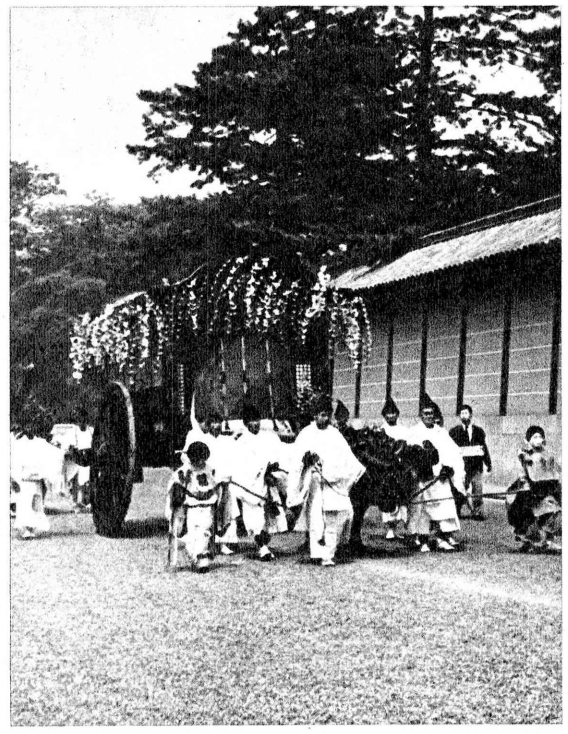
This temple, close to Arashiyama Park, was founded in 1939 by Ashikaga Takauji, the first Shogun, in memory of the Emperor Godaigo, with Abbot Muso Kokushi as the first chief priest. Having been destroyed by repeated fires, its grand features are not visible today. But the garden, designed by Abbot Muso Kokushi, retains its original beauty with its pond, white sand and rocks. There you will find a blend of the tradition that had come down from the Heian period and the new tastes which were being introduced by Zen Buddhism.



Kiyomizu Temple: Architecture

The Kiyomizu Temple was founded at the request of Sakanoue-no-Tamuramaro, a warrior who subjugated northern Japan, in 807. The main hall of this temple, built in 1633, is constructed without using a single nail. It is also well-known for its cherries in April and maples in November.

MAIN ANNUAL EVENTS



May 15: Aoi Matsuri (Hollyhock Festival)
Kamigamo, Shimogamo Shrine

This is one of the three biggest festivals in Kyoto, dating back to the 6th century. An imperial carriage drawn by an ox proceeds slowly along the streets under the escort of nobles and courtiers in old costumes of the 8th century. The procession can be seen at any place on the street along its route, but special seats are provided in the Old Imperial Palace. Buy tickets at information offices or hotels (¥200–¥300) at the earliest opportunity.

July 16–24: Gion Matsuri

This festival, one of the three biggest festivals in Japan, dates from the 10th century and originated as a ceremony to pray for the happiness of the people. The highlight of the celebration takes place on the 17th and 24th, when 29 floats, decorated with time-honored treasures, form a procession marching through the main streets of the city.

The procession can be observed on the streets along its route, but covered bleachers are provided on Oike Street. Tickets are sold at hotels or information offices (¥400–¥800).

October 22: Jidai Matsuri (Festival of Ages)
Heian Shrine

The main feature of the festival is the 2.5 mile-long procession composed of many groups of people dressed in costumes which represent the important epochs from the latter part of the 8th century down to the 19th century, during which time Kyoto was the capital of Japan.

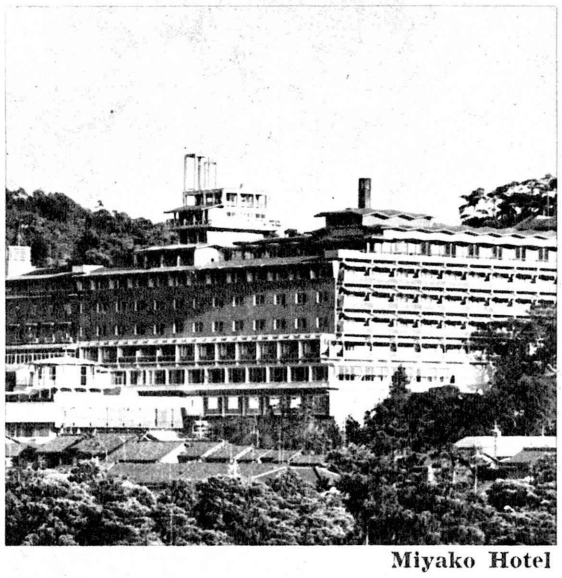
The procession can be seen at any place on the streets along its route, but special seats are provided in the Old Imperial Palace and Heian Shrine. Buy tickets at information offices or hotels (¥200–¥300) at the earliest opportunity.

HOTELS

(Members of Japan Hotel Association)

KYOTO STATION HOTEL

Tel: 37–8191
Room Charge:
Single with bath; from ¥1,200
Twin with bath; from ¥3,000
Meal Rate: (B) ¥400, (L) ¥700, (D) ¥900



Miyako Hotel

KYOTO HOTEL

Tel: 23–5301
Room Charge:
Single with bath; from ¥2,900
Twin with bath; from ¥3,600
Meal Rate: (B) ¥400, ¥500, (L) ¥1,000, (D) ¥1,200

MIYAKO HOTEL

Tel: 77–6011
Room Charge:
Single with bath; from ¥2,000
Twin with bath; from ¥2,200
Suite with bath; from ¥10,000
Meal Rate: (B) ¥500, (L) ¥1,000, (D) ¥1,200

BIWAKO HOTEL

Tel: Otsu 4195
Room Charge:
Single with bath; from ¥1,200
Twin with bath; from ¥3,500
Suite with bath; from ¥4,500
Meal Rate: (B) ¥400, (L) ¥800, (D) ¥1,000, ¥1,200

INTERNATIONAL HOTEL KYOTO

Tel: 23–9171
Room Charge:
Single with bath; from ¥2,000
Twin with bath; from ¥6,000
Suite with bath; from ¥13,000
Meal Rate: (B) ¥450, ¥500, (L) ¥1,000, ¥1,200, (D) ¥1,000, ¥1,200, ¥1,500

RYOKAN (Japanese Style Hotels)

(Members of Federation of Japanese Tourist Hotels)

International Hotel Kyoto

HIIRAGIYA

Tel: 22–1136
Room Charge: from ¥1,500
Meal Rate: from ¥2,000

KANEIWARO BEKKAN

Tel: 35–5010
Room Charge: from ¥3,000
Meal Rate: from ¥3,500

KINTA

Tel: 35–1429
Room Charge: from ¥2,000
Meal Rate: from ¥2,500

MATSUKICHI

Tel: 22–7016
Room Charge: from ¥1,600
Meal Rate: from ¥2,500

ONOYA

Tel: 23–1181
Room Charge: from ¥1,500
Meal Rate: from ¥2,500

SUMIYA

Tel: 22–2188
Room Charge: from ¥3,500
Meal Rate: from ¥4,000

TAWARAYA

Tel: 22–2685
Room Charge: from ¥4,000
Meal Rate: from ¥5,000
Remarks: Breakfast and Dinner are included.

Hieizan Drive-Way

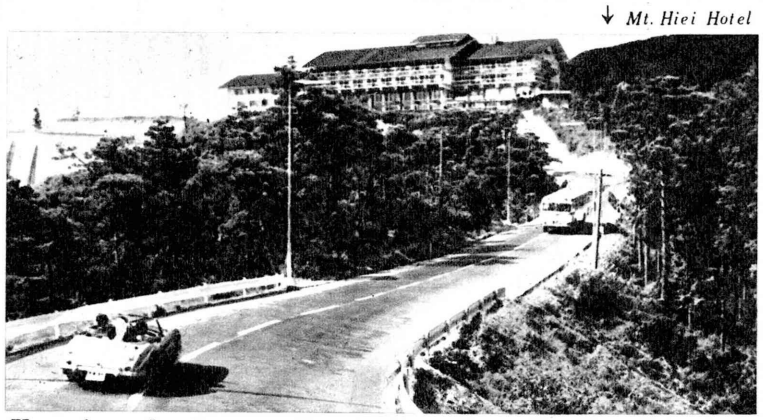
Enjoy your safe and comfortable one-hour drive from Kyoto or Otsu to Mt. Hiei, the holy mountain often mentioned in the history and development of religion in Japan.
"Hieizan Drive-Way" commands a majestic sight of Lake Biwa (National Park), on one side, a marvelous view of Kyoto under the misty blue sky on the other.

TOLL

¥400...for compact cars up to the summit and ¥150 to the hotel.
¥500...for large cars up to the summit and ¥200 to the hotel.

↑ *Drive-way*

↓ *Mt. Hiei Hotel*



Kyoto's only Resort Hotel

★ *Commands a glorious view of Lake Biwa & Kyoto*
★ *Comfortable accommodations for foreigners*
★ *Conveniently located . . . only 20 min. from Kyoto Station*
Our private bus runs daily between Kyoto Station and the hotel.
★ *Only an hour's drive on the super MEISHIN HIGHWAY is required to reach here from either ITAMI (Osaka) AIRPORT or Osaka.*

HOTEL'S CITY OFFICE Gion-Ishidanshita, Higashiyama-ku, Kyoto (Gion Kaikan) Tel. (56) 6475

HIEIZAN DRIVE-WAY Office: Sanjo, Yamatooji, Higashiyama-ku, Kyoto Tel. (56) 7155

THE Mt. HIEI HOTEL Hieizan, Sakyo-ku, Kyoto Tel. (78) 1126

History Lives in the Silk Fabrics of Nishijin

The Beautiful Nishijin Silk Fabrics of Kyoto

Among the numerous beautiful and artistic products of Kyoto, perhaps none is more famous than the Nishijin fabrics.

Nishijin is the name of a place located in the northwestern part of Kyoto, Japan's ancient capital. History tells us that a large number of descendants of Chinese weavers who introduced silk weaving to Japan settled in Nishijin around 1573–1592 and established a colony of weavers.

Silk threads were originally imported from China and woven into beautiful fabrics which at that time were considered the best in Japan.

However, during the Edo era (1600–1862), silk yarn produced in Japan came to be used more frequently as sericulture spread throughout the land and the tight monopoly on silk fabrics held by Nishijin gradually disintegrated as numerous weaving centers in various parts of the country sprang up.

However, Nishijin is still the center of production of exquisite, high-quality silken fabrics in the country

The principal weaves produced in Nishijin are the kijaku (fabric for kimono), obiji (fabric for Japanese obi or sash), gold brocade, velvet, silk neckties and fabrics for decorative purposes.

There are approximately 6,000 weaving plants in Nishijin with a total of 20,000 looms. About 70 per cent of the looms are operated by motive power and the remaining 30 per cent by hand. Annual production is valued at ¥30,000 million.

Tsuzureori

The technique of weaving tsuzureori originated in China and was introduced to Japan long ago. Today, Nishijin is the only place where this technique can still be seen. Tsuzureori is one of the most primitive types of weaving. Although the warp is the same as in other weaves, the woof is woven into place by the weaver himself who uses sharp fingernails.

The tsuzureori is used not only for obi, but also for making large curtains for use in theaters. It is also used as a drapery and for other interior decorations.

It takes nearly two months to complete one square meter of this fabric. Most of the weavers of tsuzureori are veterans in the field.

Urakoji

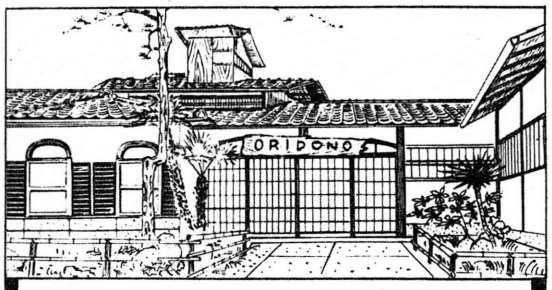
The buildings of the Nishijin weavers have been completely modernized. However, once one enters the urakoji or back alleys, the clickety-clack of ancient hand-operated looms hit one's ears from old dilapidated wooden structures, creating an atmosphere of medieval Japan.

Itodana

In every weaver's shop are itodana or thread stands where the dyed threads are kept in color classification. When the necessity arises, the sample threads are taken out from the stands and trial weavings are made. When the trial product is deemed satisfactory, actual weaving is commenced. These stands, full of dyed threads, are located in a conspicuous spot in the shops which instantly catches one's eye.

Obi

The obi or sash is one of the most important apparels in a Japanese woman's kimono. The fabric for the obi produced in the Nishijin district in Kyoto is gorgeous and expensive. Some of them cost more than $1,000.



ORIDONO SILK GALLERY

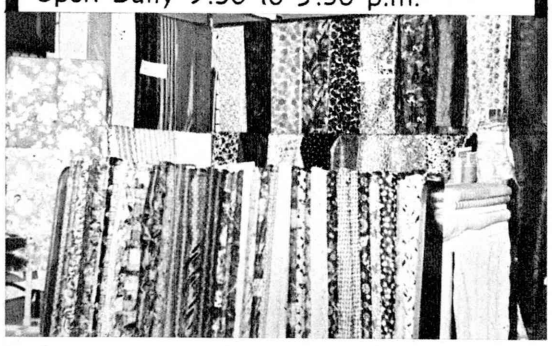
Karasuma Higashi, Sanjo, Kyoto, Japan
Tel. 22-0238

Exhibition of elegant Silks in a typical 150-year old mansion.

Unique fingernail-weaving demonstration.

Custom-Made Fabrics
Mail Orders Accepted

Open Daily 9:30 to 5:30 p.m.



Most quiet atmosphere

Most beautiful scenery

Most reasonable rates

BIWAKO HOTEL

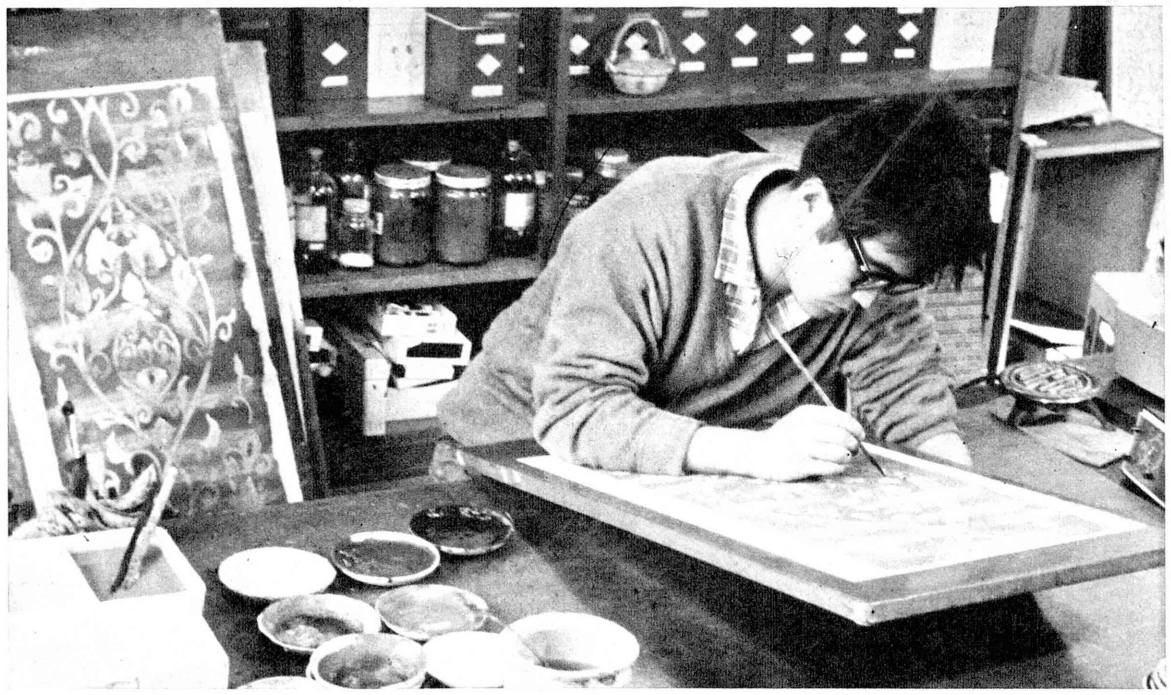
Only 10 miles from Kyoto

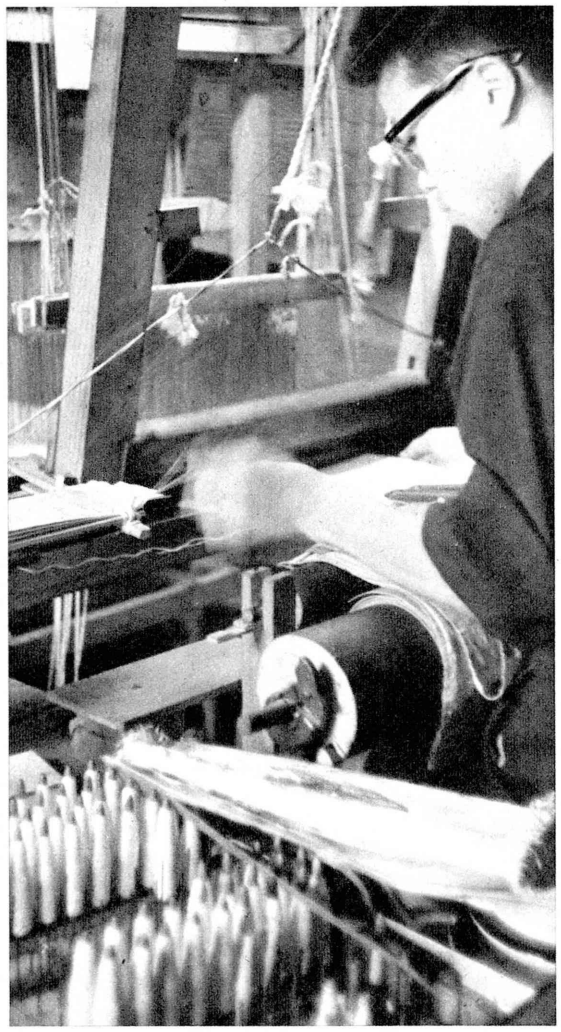
Lakeside Resort Hotel
Strictly Western Style
Twin with bath
¥2,500–¥7,000

Typical Japanese Style
Twin with bath and two meals
¥3,000–¥5,000

Japanese Dishes Available

Tel: Otsu-4195 Cable Address: BIWAHO





Pattern Designers

Nishijin fabrics have a long history dating back to hundreds of years but in this modern age when modes and fashions change so swiftly, it is imperative for the pattern designers to watch such changes carefully and create new designs which match the vogue of the day. Designers are creating new patterns for fabrics every year including traditional Japanese and modern Western designs.

Tebata

Tebata, or hand looms, are used for the weaving of high-class fabrics in Nishijin. Because Nishijin is noted for the superior quality and delicateness of its products, tebata are frequently used. This perhaps is one reason why Nishijin weavers turn out such artistic products.

Nishijin's Youth Home

A splendid building which can be easily mistaken for a hotel is located on the slopes of Funaokayama, a small hill situated in Nishijin. This is the Nishijin's Youth Home constructed jointly by the Nishijin Weavers Union and the city of Kyoto to provide a resting place for young weavers.

The Youth Home is completely modernized with a wide lobby, up-to-date music hall, library and a clean kitchen. There is also a room where young men and girls can practice flower arrangement and tea ceremony.

Any weaver working in Kyoto under the age of 30 is permitted to utilize the Home. On holidays and weekends, the Home is filled with laughter and merry-making by young weavers.

Store-to-Store Guide

Shopping in Shopper's Paradise

By SUMI HIRAMOTO

Kyoto is a shopper's paradise, with just about everything you want centrally located, addresses easy to find, the city built in a checkerboard system, and the people used to having "crazy" foreigners asking for "crazy" things. Using the hotels as landmarks, we'll take in our shopping.

Kyoto Hotel is located right downtown on Kawaramachi, the main shopping street; while the Miyako Hotel is up at the foot of the Higashiyama hills and in the mansion area where businessmen have taken over these mansions to best display their products. In between and connecting these two areas are the Furumonzen and Shinmonzen shopping streets with curio and art shops catering almost exclusively to foreign visitors.

Actually, Kawaramachi Street from Kyoto Hotel over to Shijo-dori is one busy section and at the intersection of Shinjo-Kawaramachi, the leg to the Daimaru Department Store is good; while the other leg from the Mitsukoshi Department Store to the Yasaka Shrine is also rewarding. Another favorite is Teramachi-dori which parallels Kawaramachi Street, starting from the old Gosho Imperial Palace for the whole length until it blends into Kawaramachi Street. This actually is my favorite with specialty shops.

Many Interesting Shops

Starting from Kyoto Hotel, past the Asahi Kaikan (Alaska Restaurant outdoes the hotels with fine dinners) there isn't much until Sanjo-dori. On the right side of the street (Fujiya Restaurant, branch of the well-known chain, medium-priced but good economical meals) has Jujiya record shop nearby, two book shops handling second-hand books—Daigaku-do, the second one is worth checking for its books in English, also at Akao second-hand books down the same side of block. Then there's Kabukiya with classical Japanese dolls. There's a certain sophistication about Kyoto dolls, not found in Tokyo ones.

From here on, the interesting shops are on the left side of the street. Just opposite Rashomon, excellent "tonkatsu," steaks fair, is Yamato craft shop with the best selection of so-called folkcraft items in town; Maruzen Bookstore is next door (many new books on Japan in English). Then there's the branch of Tachikichi pottery shop, and two doors down, Marufuku curio shop which always has a good all around selection—not bargains, but reasonable. Then Matsuya doll shop and the jazz coffee shop Bel Ami.

We always stop in at Tsujikura lantern shop to pick up small ¥60 lanterns for parties. They'll inscribe any names you want; are excellent favors. And they'll make any size you want. They also handle the huge red processional umbrellas and other janome bamboo papered umbrellas large enough for beach or gardens.

Then almost at the end of the block is Eiraku-ya, with two sections: Japanese food specialties and Western cakes. In their Japanese section look for the preserved cherry blossom tea, and other delicacies. There's the Kanebo silk store, with loads of silk fabrics; (Tatsumura's silk mansion at the end of Nijo Street at the Higashiyama hills has a larger selection.) Around the corner from Mitsukoshi on Shijo are two kimono textile shops and in one, a large section is devoted to handwoven products and hand-dyed bags, etc.

Kimono Stores

From here, we'll just stroll along Shijo-dori to the Daimaru Department Store. Erizen, kimono shop for Kyoto's elite, has marvelous materials, just feast your eyes on them . . . then skipping along there's a novel folk doll shop Kokeshi-ya, where you can paint faces and clothes on kokeshi dolls—finished dolls from one-inch midgets to those over a foot high. Incidentally, this street has doll shops galore. The others are mostly the beautiful Kyoto dolls dressed in elegant kimonos such as those at Tanaka-ya, Kimura-ya, Kawashima, Hanabukiya or Ito.

Tanaka-ya has a 1½-foot-long Heian period Imperial cart showpiece, for ¥26,000. Doll furniture and other accessories are painstakingly reproduced. March 3 is the annual doll's day for girls and all the stores will have complete sets with attendants and accessories.

Time and space are running out, go we'll just mention a few other shops I like on Shijo-dori: Ido with fascinating rural hand-woven textiles and novel accessories. Daimaru is the best department store in town and is excellent for special products and works of Kyoto artists and manufacturers. Back near the small Takasegawa canal there is small Tawara-ya, which also specializes in hand-woven textiles. They'll make to order anything that you might see there; most bolts of hand-spun

QUALITY STORES...
KYOTO PIONEER MERCHANTS' ASSOCIATION

TRADE MARK Established 1887 Manufacturers & Dealers

INABA CLOISONNE CO.
CLOISONNE WARE & ARTISTIC ENAMELWARE
Main Store: Sanjo Shirakawabashi, Kyoto. Phone: 77-2276, 2329
Tokyo Branch: 2nd Floor, Sukiyabashi Shopping Center 5-4, Ginza Nishi, Tokyo. Phone: 571-8071

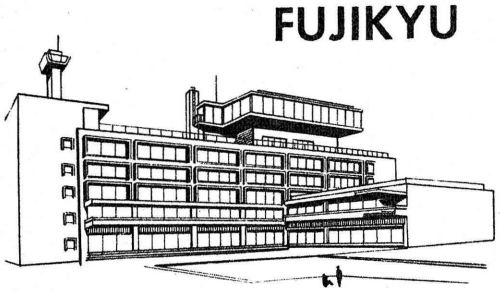
When you're in Kyoto always buy for souvenirs
FINE CHINA & EARTHENWARE
Tachikichi
Kyo Chinaware
TACHIKICHI CO., LTD.
Tomi-no-Koji, Shijo, Kyoto Phone: (22) 7147/9
4-5, Ginza, Tokyo Phone: (571) 2924

Fine Silks
Open Daily 9 a.m.-5 p.m.
TATSUMUR SILK MANSION
Shimogawara-cho, Nanzenji, Kyoto
Tel. (77) 1220, 1700

ARTS and CRAFTS
Morden & Antique
YOKOYAMA, INC.
Nawate, Shinbashi-Agaru, Higashiyama-ku, Kyoto
KYOTO and TOKYO

THE FINEST JAPANESE SAKE
GEKKEIKAN
Gekkeikan is produced with the brewing methods of many hundred years' tradition and the modern science combined. Gekkeikan has the honor of serving the Imperial Household from 1907 by appointment.
Gekkeikan sake can be served equally well, either hot or chilled.
Brewed & Bottled by
OKURA SHUZO CO., LTD.
Minamihama-cho, Fushimi-ku, Kyoto, Japan

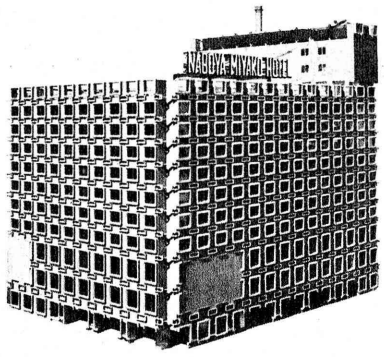
ORIENTAL CHARM
AND SERENITY
IN ULTRA MODERN
FUJIKYU



ROOM RATES:

Single	¥2,400 up ($ 7.00)
Twin	¥3,800 up ($11.00)
Japanese-Style	¥4,500 up ($13.00)
Suite	¥6,000 up ($17.00)

FUJIKYU KANKO HOTEL
38 Aoi-cho, Higashi-ku, Nagoya, Japan
Tel: 94-9511 . . . (10)

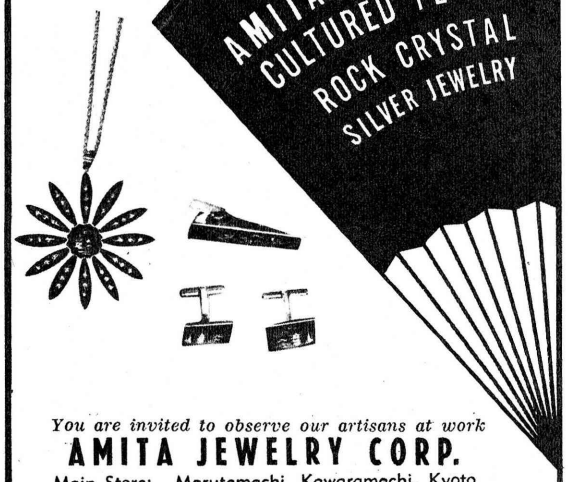


THE NAGOYA MIYAKO HOTEL
A GARDEN OF TRANQUILITY IN DOWNTOWN NAGOYA
ROOM RATES:

Single	$ 5.55 & up
Twin	$10.00 & up
Suite	$22.00 & up
Japanese-Style	$18.00 & up

Nagoya Miyako Hotel
Nishiyanagi-cho, Nakamura-ku, Nagoya
Cables: HONA MIYAKO Tel: 57-3211

AMITA JEWELRY
TAX EXEMPTION FOR TOURISTS



You are invited to observe our artisans at work
AMITA JEWELRY CORP.
Main Store: Marutamachi, Kawaramachi, Kyoto
Tokyo Branch: Sukiyabashi Shopping Center, Tokyo
Kobe Branch: Kobe Int'l House, Sannomiya, Kobe
Nagoya Branch: Meitetsu Dept. Store, 6th Flr., Nagoya

coarse silks from ¥8,000 to ¥15,000 a bolt; also cotton and wool fabrics.

As for the area around the Miyako Hotel, we can say it is dominated by a few specialty houses. All have English-speaking personnel, money exchange, shipping and mailing service. Tatsumura silk mansion past Okazaki Park's municipal zoo has the greatest selection in textiles in town. Oridono used to have an equally good selection next door to the Kyoto Hotel, but new buildings have forced them to move to a little inconvenient location near the Chamber of Commerce. They have long been noted for their exciting Near Eastern textile reproductions researched by the present owner's father. Their reputation for the finest in brocades for kimono and especially obi predates this.

Lacquerware Shop

Over by the Heian Shrine is Nishimura's with their rooms and rooms of lustrous black lacquerware in both traditional and modern designs. Their creations have been presented to royalty overseas as state gifts; however, there is much that we plebians can afford to buy and will treasure for a few thousand yen —jewelry boxes, chests, covered bowls and trays.

Then down the hill from the Miyako Hotel is Inaba cloisonne where new blood has been injected into the shapes and designs of cloisonne to make striking accessories and articles. Retracing your steps back and around the corner on Jingu-michi, on the left across from the Shorenji Temple, is the old house of Yamanaka, with its fine reputation for beautiful art treasures—screens, ceramics, woodcarvings, stone lanterns, Buddha statues, and popular inexpensive items. You can order copies of famous six, four and two panel screens from their collection. Right next door is young Robert E. Curtiss' shop with select items for those interested in fine arts.

The Yasaka Shrine is the center of activities for the "O-Kera Mairi" New Year fires and looking around, we find Shijo-dori which it faces full of interesting shops.

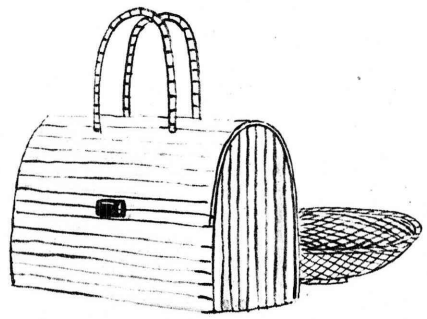
Drinking Hot Amazake

However, before we do that, we'll side track to the south gate exit by Nakamura-ro Restaurant almost to the base of the huge Ryozen Kannon, where you can get yourself a warming cup of hot amazake at Bunnosuke chaya. It's a hot rice wine toddy, a little sweet, but good. The diversion to this place is not only for the "amazake," but it's a charming place inside the temple grounds with all kinds of folk items that happened to catch the old master's eye—he was formerly a member of the Bunraku puppet troupe in Osaka. His son now operates the shop.

But best of all, it's the only place I know of that has preserved orchids, all set for orchid tea. Just put a bloom into a cup and pour boiling hot water over it and it opens into a lovely bloom. And it is fragrant and tasty—eat the flower, for it has been pickled in plum wine first before salting. Buy it in little bags, about ¥180 a pack or fancy pottery containers.

You might pass away your time by trying your hand at "rakuyaki" painting some designs on unbaked pottery at the temple building adjoining this wine shop.

Now back to the Yasaka Shrine. Look toward Shijo from the shrine's big stone stairway and over to the left is Nishikawa bamboo shop with a red front. Here bamboo is intricately worked into many modernistic adaptations (branch is in the basement of the International Hotel at Nijo-dori.



Bamboo Shops

While we're on the subject of bamboo, there's a shop coming down from Kiyomizu Temple, left of the bus parking lot, called Nishikawa Soetsu. He has been specializing in tea ceremony equipment for generations and you see the beauty of plain bamboo made up simply into vases and tea utensils. There are a number of other tiny bamboo makers with inexpensive lamps, baskets and souvenirs, turning to the right at the shichimi spice shop up the same hill.

Teramachi-dori downtown has a couple of good lamp shops. One is a block north of Oike Street, the other south of Shijo-dori along with another fine shop, "sudare" bamboo blinds there.

Going down Shijo-dori from the shrine, most of the interesting shops are on the right-hand side of the street. On the corner are a couple of coin shops. Hayashi, the second one, sells coins, good bronze lanterns and that's where we got our first money tree—money is supposed to become plentiful growing on trees—

but ours must have been stunted or can we say "retarded."

Hand-Carved Masks

Kiyoshi is a shop with masks of all kinds—papier mache, celluloid and excellent hand-carved Kagura masks by the artist master. The missis runs the hair ornament and accessory section. Living Arts is a design studio with some modernistic furniture and pottery.

Kasagen is a fascinating little place with native paper lanterns and their umbrellas are exciting with over-all cherry, plum or pine motifs on a four-foot long ribbed, hand-made Mino papered umbrella, that's water repellant. Some available, others on order.

A few doors on, there's a short narrow passage way leading to a tiny tea shop called Gion Chaya. There, young girls dressed in the so-called Maiko make-up and costumes will pose for pictures with you; just a small charge for tea and sweets. While across the street is the newly-built tall "Ishi" stone building with a display of stone lanterns and garden fixtures.

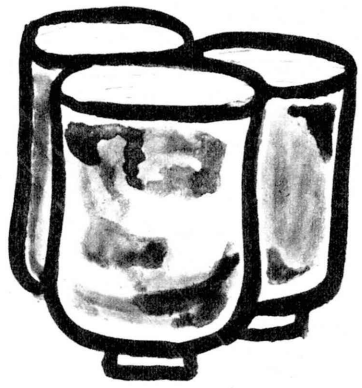
Gion Geisha Quarters

At the Hanami-koji intersection, we're in the famed Gion geisha quarters and across the street is the imposing high-walled exclusive Ichiriki geisha restaurant. Continue past that and you reach the Yasaka Kaikan with the Gion Corner programs featuring demonstrations of the various cultural arts—Bunraku puppets, tea ceremony, geisha dances, koto music, etc.

But back to our shopping. This area has a number of shops with smart accessories for the geisha—handbags, coin purses, geta footwear and jewelry.

On the right hand side of Shijo at Hanami-koji corner is a tiny shop with artistic ceramic jewelry, inexpensive but striking. A Peking-style restaurant Seikin-tei . . . tiny, inexpensive and delicious . . . is down a narrow alleyway nearby. There are a number of curio shops along this street, but one that we've been visiting for years is tiny junkie called Jidai-ya.

When you reach Nawate-dori, turn left for that leads to the wonderful shopping area known as Furumonzen and Shinmonzen streets. Going along Nawate-dori one of the first to catch our eye is Fujii doll shop, continue on past some excellent eating places like Hokusai (duck dinners, ¥900) over to Yokoyama's, a rather well-known relatively new house for curios and art goods. That area beyond has some fine gift shops leading out to Sanjo-dori. . . mostly on the left-hand side: ivory and fans, and at Tessai-dow hanging scrolls galore, Kyoto Gift Shop and Yotaro tempura house on the right.



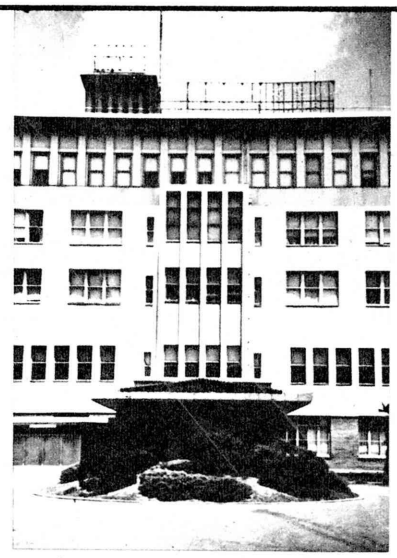
Furumonzen Shops

Furumonzen Street has the well-known Yamamoto handbag shop, Nishimura with many useful brocade articles and Koshida's eggshell Satsuma china. Then Shinmonzen is the more exciting street with shop after shop of fine art and curios . . . woodblocks at the Red Lantern, red lacquer chests are becoming specialties of a couple of houses here; Tets Yamada and his woodblock prints and paintings by up and coming young artists who are gradually winning laurels overseas in the Yamada Gallery. Murai's silks and tourist-type kimono and silk goods; bronzes at Kato and Co., oodles of Imari and Kutani scattered up and down the street, Imai pearl shop and a couple of new curio and art dealers.

We've covered a lot, but still have missed the most exciting group of shops and those are on Teramachi-dori. Just before starting on that street, visit Uchida woodblock house, Amita damascene and Fuji embroidery shop at Marutamachi, then turn down Teramachi-dori where there are a number of curio shops, excellent for good buys; second-hand bookstores, and Unso-do, makers of woodblock prints almost at Oike Blvd.

Across Oike is a wonderful second-hand bookstore about six shops from the corner recognizable by its art books spread out in the front outside the shop—excellent woodblock books. Further on is Kyukyo-do, wonderful for Japanese stationery, art goods and also incense.

Across Shijo-dori, there are a number of exciting places—Shimizu, wooden signs of fancy wood and calligraphy; Nishikawa bamboo blinds; Satake, Oriental musical instruments, many now not being played; Murata Kinryudo bronze shop, and a lamp fixture place with unusual bonbori type lamps. Further down the street are many bronze Buddhist paraphernalia shops. And we must not forget the Gojo potters and those pottery shops up Teapot Lane leading to the Kiyomizu Temple.



LUXURY COUPLED WITH ECONOMY

Conveniently located in downtown Nagoya, the modern Nagoya Kanko Hotel awaits your visit.

124 rooms with bath

Single	$ 5.00 & up
Twin	$ 9.10 & up
Suite	$12.50 & up

NAGOYA KANKO HOTEL

Hirokoji-dori, Nagoya, Japan. Tel: 23-7711
Cable Address: KANHO NAGOYA

shopping tips to tourists

BEAUTY SALON

Stateside **Arden** Facilities
Yamanaka
Beauty Salon
The Only US Licensed Operator in Japan
Basement, Nikkatsu Int'l Bldg.,
Hibiya, Tokyo TEL: 271-7810

CHINAWARE

CHINAWARE
山梛
KOYANAGI & CO.
Tel: 561-3601
1-chome, Ginza (on Ginza St.)
In front of Theatre Tokyo

ART & CURIO

Closed on 3rd Sundays
SCREENS
Made to Order
Antiques & Curios
Large Stock
TORAYA CO.
6-chome, Aoyama-Minami-cho, on "D" Ave. near "F" Ave.
Tel: 408-8116

FOLKCRAFT

FOLKCRAFTS
Silk and Gold Screens, Shoji Screens, Butter-Fly Papers, Lanterns, Scrolls And Other Art Goods.
Biggest Lantern Shop in Tokyo
SHIMURA'S
INTERNATIONAL ARCADE: 1-1, Uchisaiwaicho, Chiyoda-ku Close to the Imperial Hotel Annex Tel. 501-5756
HARAJUKU SHOP: 1-98, Onden, Shibuya-ku Yoyogi St. Bet. F Ave. & 30th St. Tel. 401-6322

SWORD

SWORD
CUTLERY
TABLEWARE

JAPAN SWORD
80 Shiba Tomoe-cho, Minato-ku Tel: 431-0654
● Branch: Hotel New Japan Arcade Tel: 501-5511, Ext. 323
● Branch: Int'l Arcade (near Imperial Hotel) Tel: 591-9821

CAMERA

No Tax Cameras, Transistor Radios and Binoculars.
Tel: 501-5775
SUN DRY CO., LTD.
International Arcade (Next to Imperial Hotel)

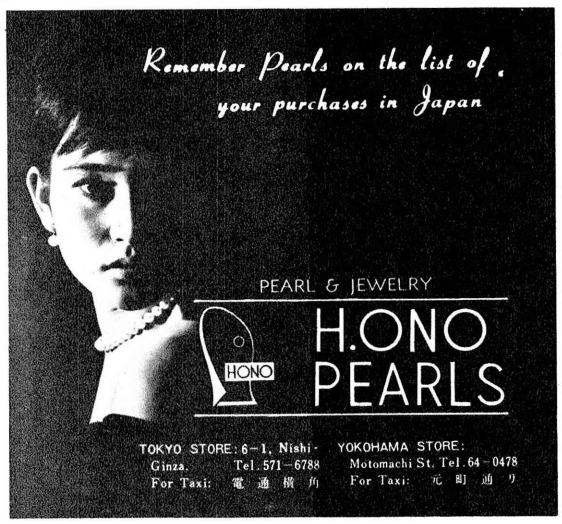
SHIRTS

The Elite Wear
TANI SHIRT CO.
Since 1930
CUSTOM SHIRT MAKER
Tel: 408-5566/7
C.P.O. Box 1616
Tokyo

FUR

With Pride! Wear...
It's nice to be comfortable in FUTABA FURS . . .
If you show us a fur obtained elsewhere of comparable quality in every respect at a lower cost than a fur purchased from us, we'll make complete refund without quibbling.
Futaba
THE BEST FURRIER
THE LARGEST & FINEST SELECTION
MAIN STORE: (Tel. 571-0518) Annex & 5th St.
Branches: Imperial Hotel Arcade

PEARL



FRAME

Oils, Sculpture
Wood-block Prints
Frames
1-chome, Aoyama Kitamachi 401-2059, 7750
Kaigado

recommended restaurants in tokyo

FRENCH

Cuisine Française
Open Daily Parking Place Available
HANANOKI
Restaurant
HANANOKI
No. 2. Nishi-6-chome, Ginza, Tokyo
Tel: 571-0073, 0095

Established 1872
Ueno Seiyoken
French & American Style Restaurant
Member of the DINERS' CLUB
UENO PARK, TOKYO
上野精養軒 Tel: 821-2181/9

HUNGARIAN

When you dine in Ginza
Enjoy Goulash and Chicken Paprika
RESTAURANT & BAR
HUNGARIA
Open 7 days a week 11:30 a.m.-10:30 p.m.
3, 2-chome, Ginza-Nishi, Chuo-ku, Tokyo
For Reservations, Call Henry
Tel: (561) 1010, 6327

TROPICAL

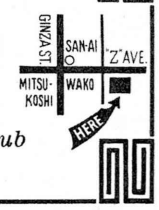
authentic indian restaurant
AJANTA अजन्ता
near Indian Embassy
Delicious food—homelike atmosphere.
Open 11 a.m.–9 p.m., Closed Sundays
Call proprietor Mr. Murti: 301-0812
2-2, Kudan, Chiyoda-ku, Tokyo
TAXI 靖国神社正門前住宅公団ナヽメマエ アジャンタ純印度料理

THE GENUINE INDIAN RESTAURANT
Large variety of best Indian dishes and fresh chapaties
Indian vegetarian dishes also always available.
NAIR'S Restaurant
Owned and Operated by A. M. Nair
Manufacturers of Indira Curry Powder
On 10th St., crossing of "Z" Ave. Tokyo Tel: 541-8246
(In front of Kabuki Annex)
Branch: 7th Fl., Seibu Dept. Store, Ikebukuro, Tokyo
本店 東京昭和通歌舞伎別館前 支店 東京池袋西武百貨店七階

CHINESE

雲樓
RAINBOW
No. 3, 2-chome, Kyobashi, Chuo-ku.
Tel: 561-6390, 0226
In front of Kyobashi Meidiya OSS between 10th & Ginza St.

近鉄大飯店
High Class
Chinese Restaurant
Kintetsu
Member of the Diners' Club
4-chome, Ginza, Tokyo
Tel: 561-4137/9



GERMAN

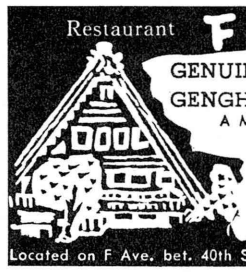
KETEL
Dine at Tokyo's Famous Restaurant
* Catering Service
* Party Reservations Accepted
Open 11 a.m.—10:30 p.m.
GERMAN RESTAURANT **KETEL**
5-chome, Ginza-Nishi, Chuo-ku.
Tel: 571-5056, 4642.

ITALIAN

ANTONIO'S
ITALIAN RESTAURANT
The only genuine Italian Restaurant
All food prepared by Antonio Cancemi
Open daily 12 noon — 2 a.m.
Air-Cond. Tel: 408-1971 Member of the Diners'
1, Kasumi-cho, Azabu, Tokyo (D Ave. near 17th St.)
For Taxi: 麻布(材木町)電停前

PIZZA & WINE
OSTERIA ITALIANA
ITALY TEI
One & Only Italian Restaurant in Ginza
After 8 p.m. Parking Available
Open 11 am to 2 am
6, 1-chome, GINZA
Tel: 561- 0514, 0371
One Block from U.S.O.
銀座一丁目六番地 銀扇ビル

JAPANESE



Restaurant **FURUSATO**
GENUINE COUNTRY CUISINE
GENGHIS KHAN' BARBECUE
A Member of the Diners' Club
Shows:
Japanese Folk Song & Dance Nightly at 7:00 & 9:00 p.m.
Located on F Ave. bet. 40th St. Reservations: 461-6515, 0229
渋谷道玄坂と東京ガス先二百米左側

OBAKU ZEN-STYLE
普茶料理
RESTAURANT HOTOTOKISU ほととぎす
For Taxi: 中野駅南口坂上
14 Senkomaecho, Nakano-ku, Tokyo Tel: 381-0191/5

WHAT JAPAN LOOKS LIKE TO AMATEUR CAMERAMEN

Japan produced a total of 3,011,000 cameras in 1962, ranking first in the world not only in the quantity but also in the quality of the cameras produced. Some 60 per cent of this total output was consumed in the domestic market. This phenomenal figure indicates the huge hordes of amateur shutterbugs in this country.

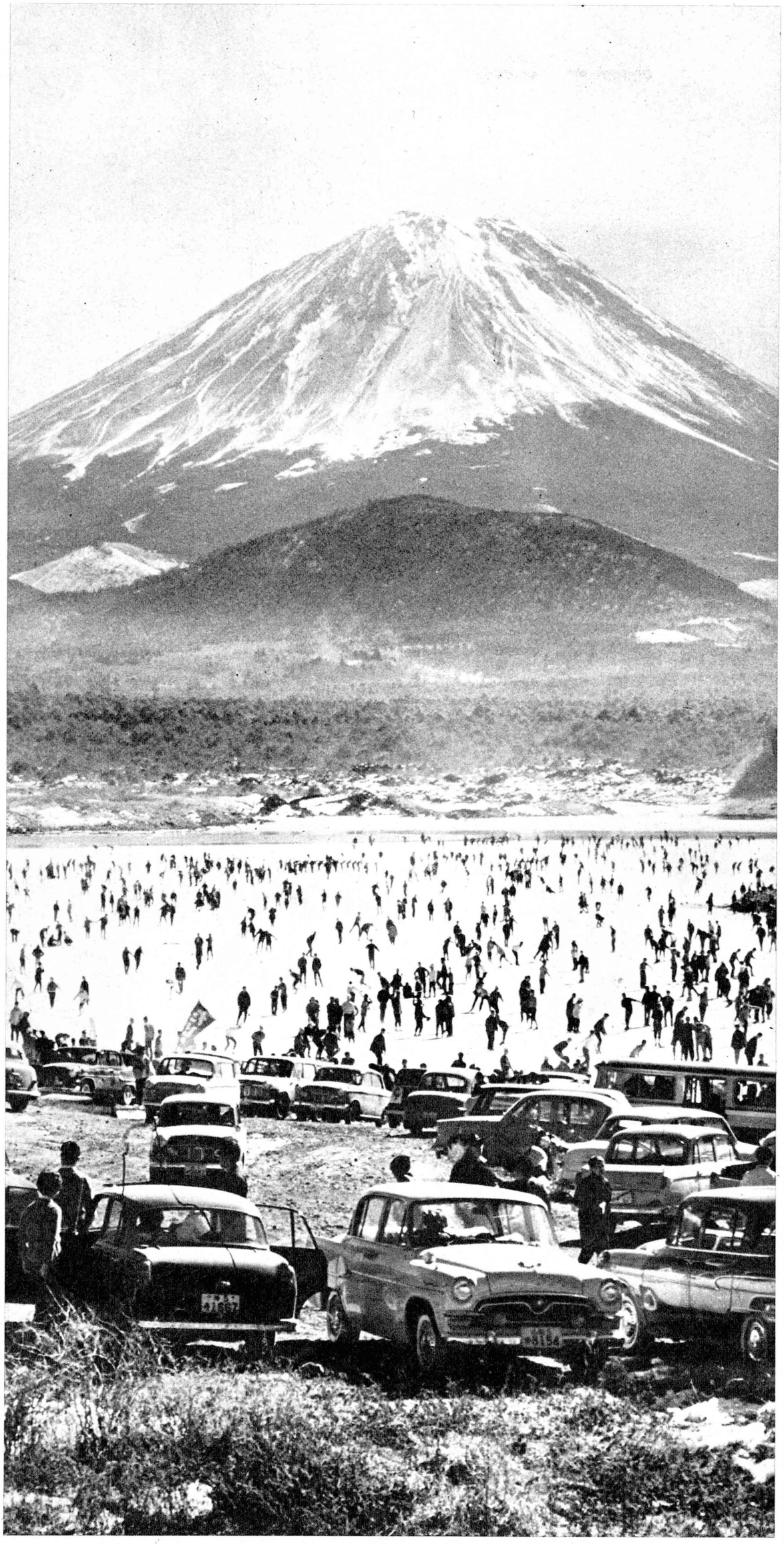
The bookstores are also stacked with numerous countless numbers of magazines on photography, indicating the high level of Japanese simon-pure camera enthusiasts.

The photos collected here were selected from among the entries in the "S'Wonderful Japan Photo Contest" sponsored jointly by The Japan Times and the Camera Geijutsu, the Photographic Art, published by the Chubu Nippon Shimbun.

These pictures, as reflected through the camera lenses of amateur photographers in Japan, tell the story of certain aspects of Japan.

Cheering Squads

Tokyo will be the site of the Olympic Games in October 1964. Sports in Japan are considerably popular, particularly among young girl students. The faces of these girls cheering for their alma mater are bright and healthy.

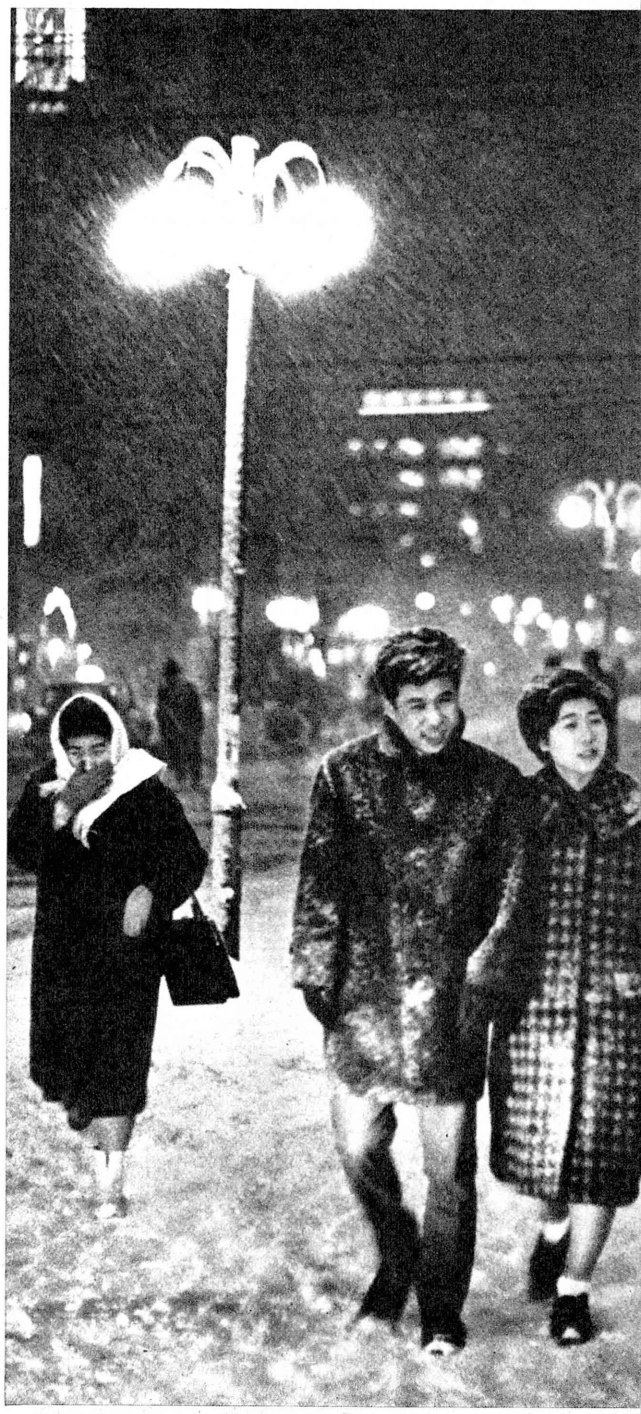


Skating

There are five beautiful lakes at the foot of Mt. Fuji which provides an ideal spot for recreation throughout the four seasons of the year. One of them is Lake Seishin which attracts thousands of skating enthusiasts from Tokyo in winter. Young men and girls come by car and train to skate on this lake.

Winter Scene in Sapporo

Sapporo is the largest city in Hokkaido, Japan's northernmost island. It is located approximately in the same latitude as Boston, farther north than New York. In Hokkaido, it starts to snow in mid-November and it is the mecca of winter sports in Japan.



CAMERAS MOVIE CAMERAS & ACCESSORIES

NO TAX
FOR TOURISTS
Igarashi
Camera Shop

1st Floor, Room 116, SANSHIN BLDG. (Near Imperial Hotel)
Tel: 591-2626, 4919

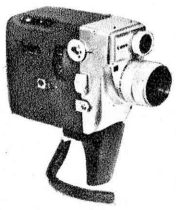
Ginza TOKYU HOTEL ARCADE
Tel: 541-2411 Ext. 24

MITSUI BLDG. ARCADE
Tel: 501-6576

NO TAX Buy at
SUKIYA CAMERA SHOP
Save Time and Expense!!

Cameras, Binoculars & Transistor Radios
GINZA SUKIYA CAMERA
ギンザスキヤ 5, 5-chome, Ginza-Nishi, Chuo-ku, Tokyo Tel: 571-5555

Most Convenient to Shop



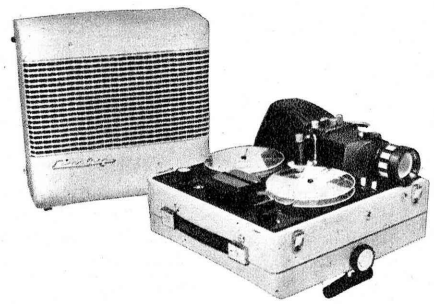
NEGISHI
CAMERA CO., LTD.
No Tax
Open 10 a.m.—8:30 p.m.

2nd Floor,
Sukiyabashi Shopping
Center, Ginza, Tokyo
Tel: 571-7271, 1648

Also at Ueno-
Hirokoji, Tokyo
Tel: 831-0320
6273

数寄屋橋ショッピングセンター 二階 ネギシ カメラ店

SOUND AND SCREEN GO HAND IN HAND



For advertising your new products .....
For educating your new employees .....
For visual & audio education in schools
For news and information in
government offices .....
And for pleasure in the home .....

The Newest and Most Efficient Sound Projector

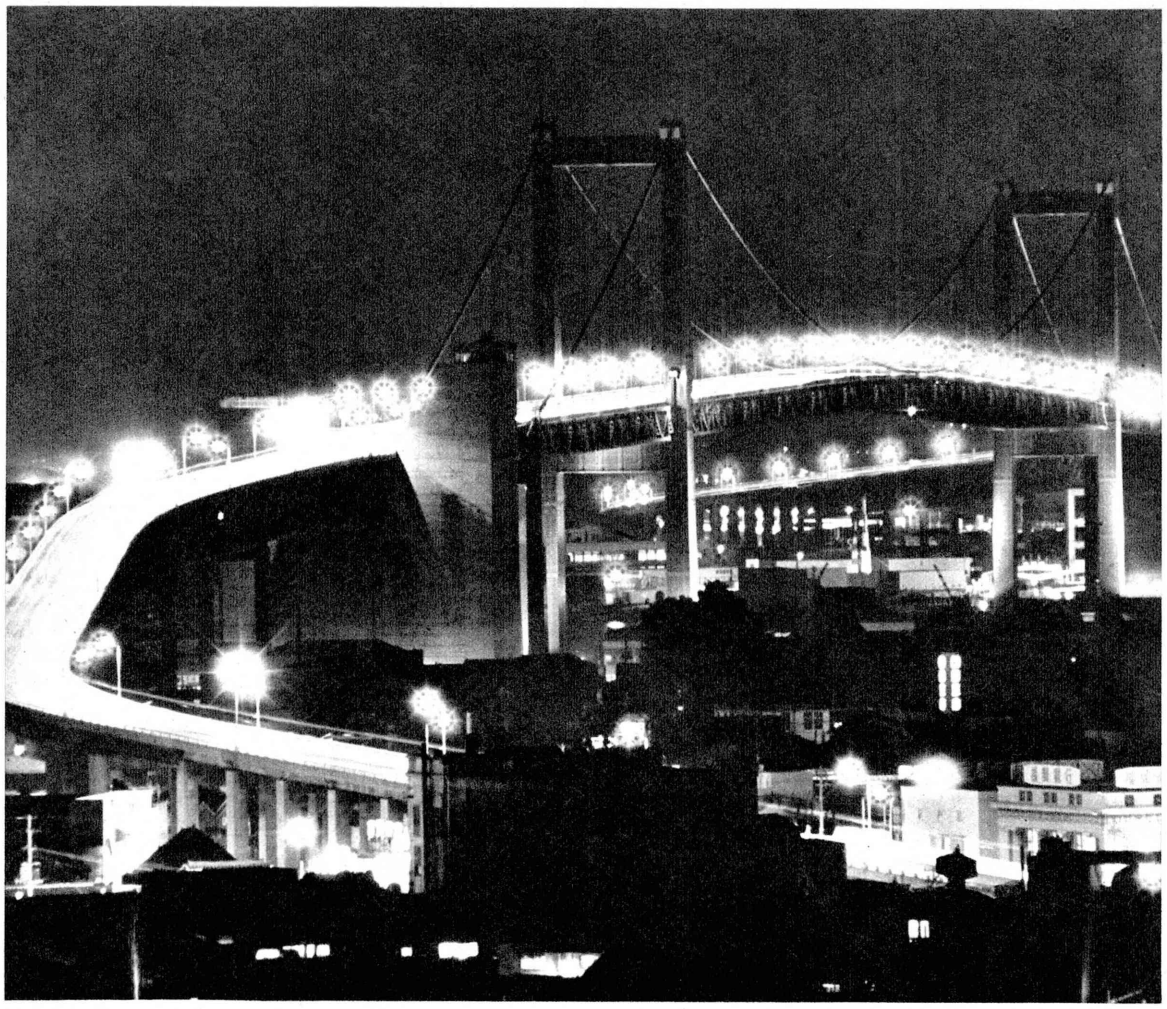
LUCKY SCOPE LUCY IV

Use the LUCY SIGNAL SPOTTER to link the projector with any type of tape recorder. The synchronous signals assure perfect synchronization.

FUJIMOTO INDUSTRIES, LTD.
2204, Kyuhoji, Yao-shi, Osaka

Ogochi Dam

Ogochi Dam, which provides water to the 10 million people of Tokyo, is situated in the mountains of Okutama, northeast of Tokyo. Its capacity is 189 million tons and forms Lake Okutama with an area of 425 hectares. The vicinity of the dam also provides fine recreation grounds for Tokyoites.

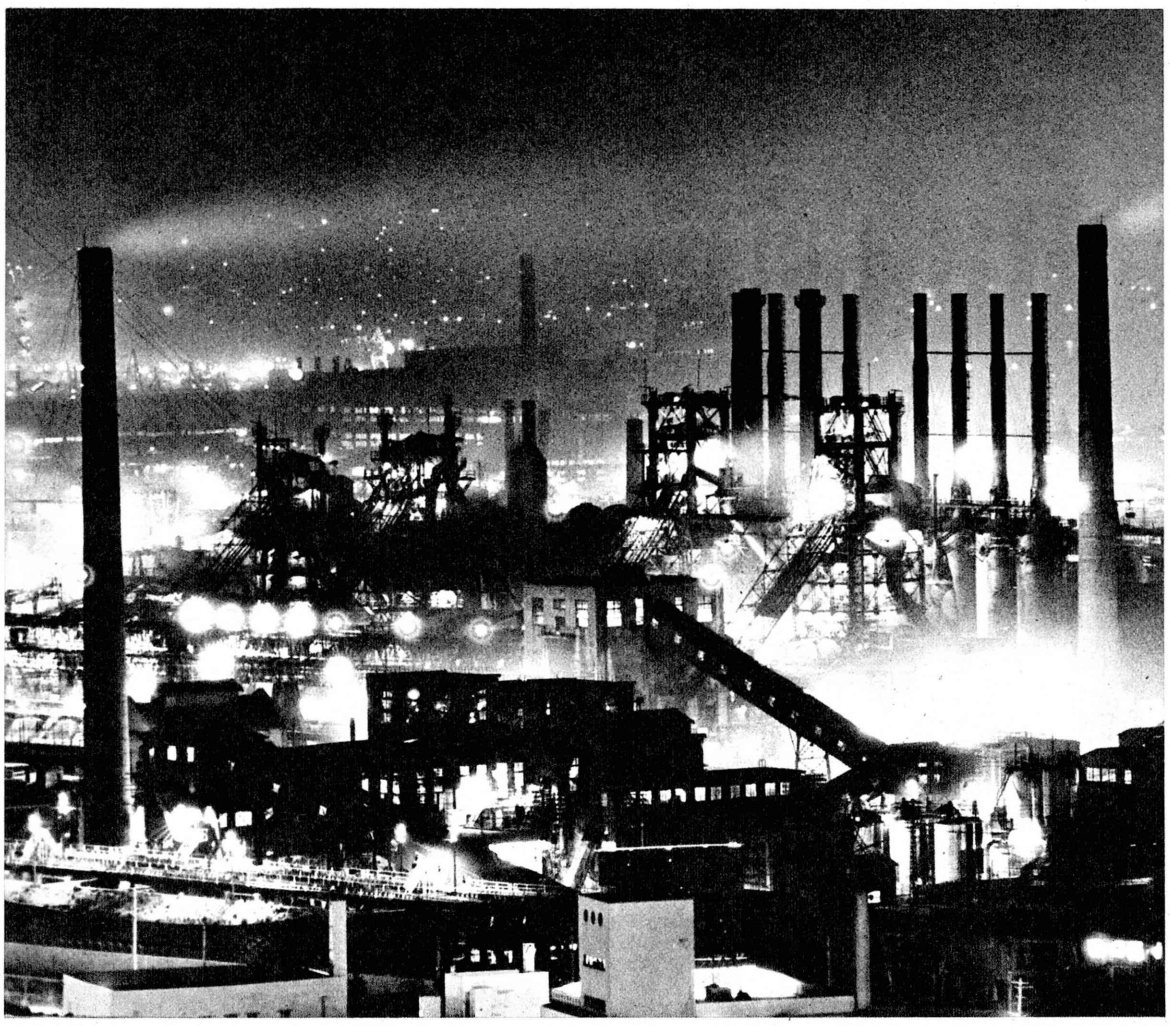


The Great Bridge of Wakato at Night

The Great Bridge of Wakato, connecting the industrial cities of Wakamatsu and Tobata in north Kyushu, was completed in September 1962. It is the longest bridge in Japan, spanning 2,067 meters.

Night Never Falls on Yawata's Steel Mill

The furnaces of the Yawata Iron and Steel Co., Japan's biggest steel manufacturer, turn night into day as their fires lighten up the skies. This scene is symbolic of the tremendous industrial progress made by Japan after World War II.



Opening Feb. 15 !

hotel TAKANAWA

Elegant, Moderate Charges

ACCOMMODATIONS : 222 ROOMS
(Each with Private Bath)

"Tropical Lounge"
Cocktail Lounge in Tropical Mood
"Oslo"
European dishes in Scandinavia Mood
Chinese, Japanese Restaurants
Swimming Pool, Shopping Arcade
Completely air-conditioned and other excellent facilities
CONVENIENTLY LOCATED NEAR SHINAGAWA STATION
RSV. PHN : TOKYO 443-0789, 0885

TOKAI KANKO CO., LTD.

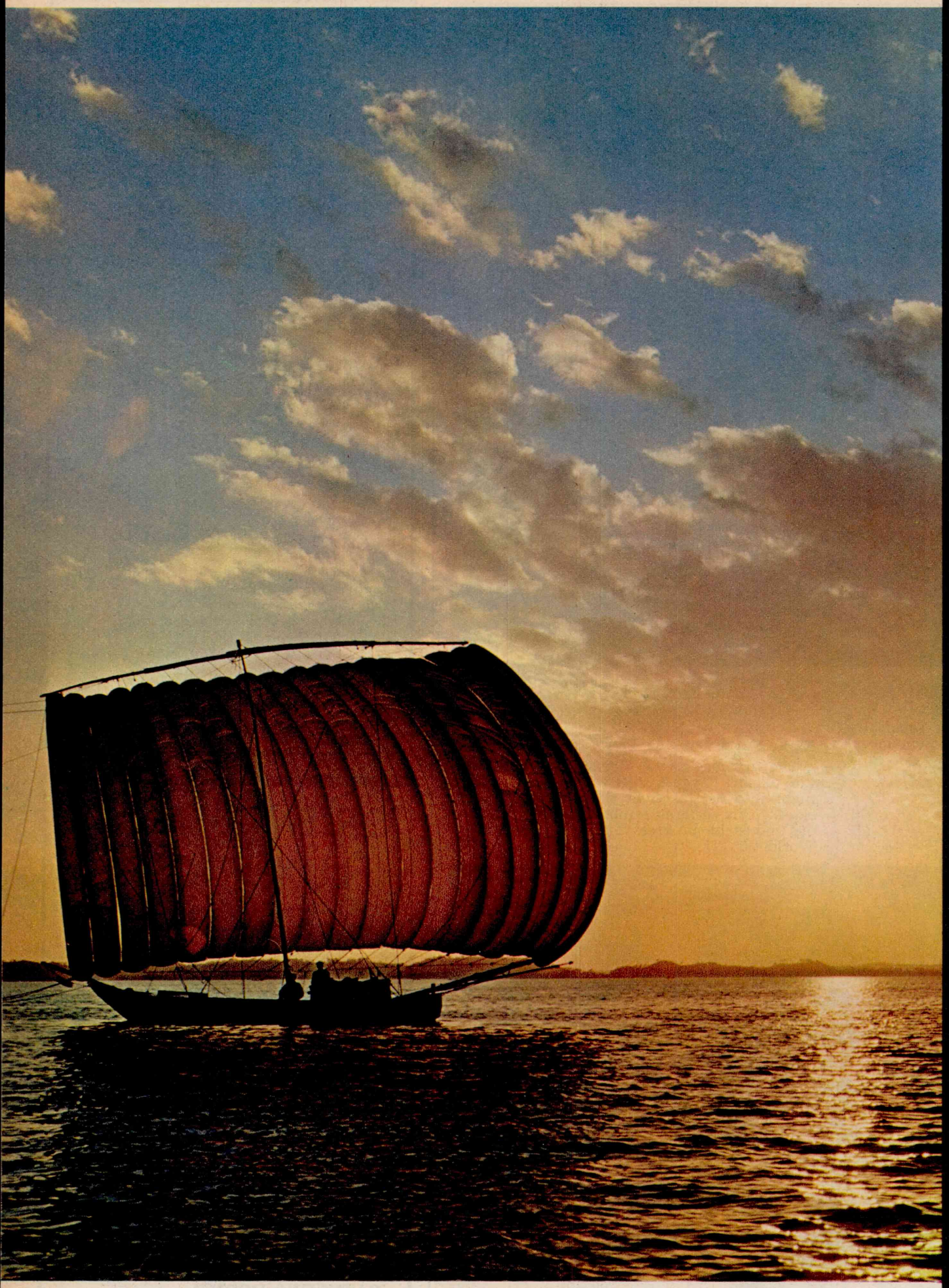
ORIENT'S MOST LUXURIOUS RESTAURANT

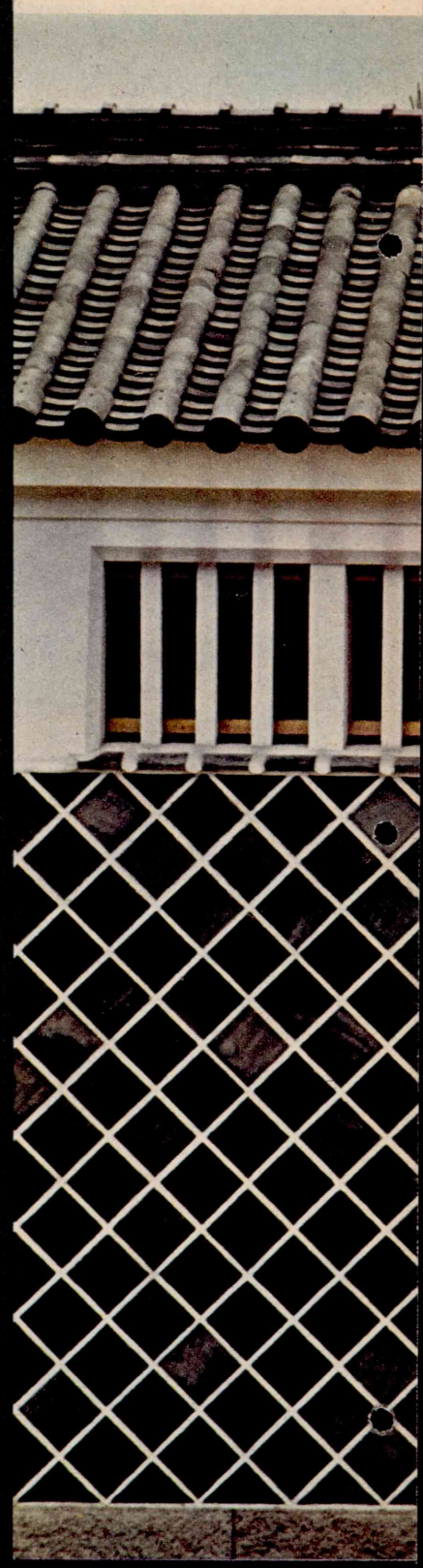
PRUNIER (Seafood dishes)
GRILL ROSSINI
CATTLEYA ROOM
(Main dining room)
SUKIYAKI ROOM
BAR & COCKTAIL LOUNGE

in front of Imperial Palace

TOKYO KAIKAN

TEL: (271) 2181/9



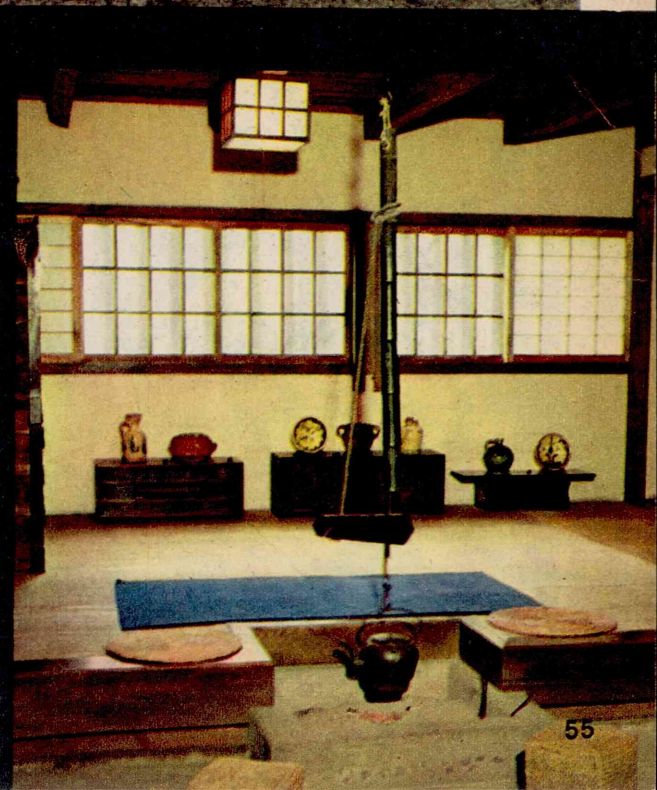


Evening Glow at Kasumigaura

Lake Kasumigaura, located in Ibaraki Prefecture northeast of Tokyo, is Japan's second biggest lake with an area of 198.17 square kilometers. As winter approaches, the season of the wakasagi or pond smelt sets in, together with an avalanche of fishermen. The scene of small fishing boats with huge sails dotting the lake in the evening glow is indeed a fit object for a poem.

Old Houses in the City of Kurashiki

Kurashiki is an industrial city located in Okayama Prefecture. It flourished in olden days as a town where rice was collected and distributed. There are numerous old houses and granaries still lining the modern streets of the city today. Ancient as the buildings are, they still retain a rustic beauty quite different from the modern edifices which have sprung up after the war.



Nikko Toshogu Festival

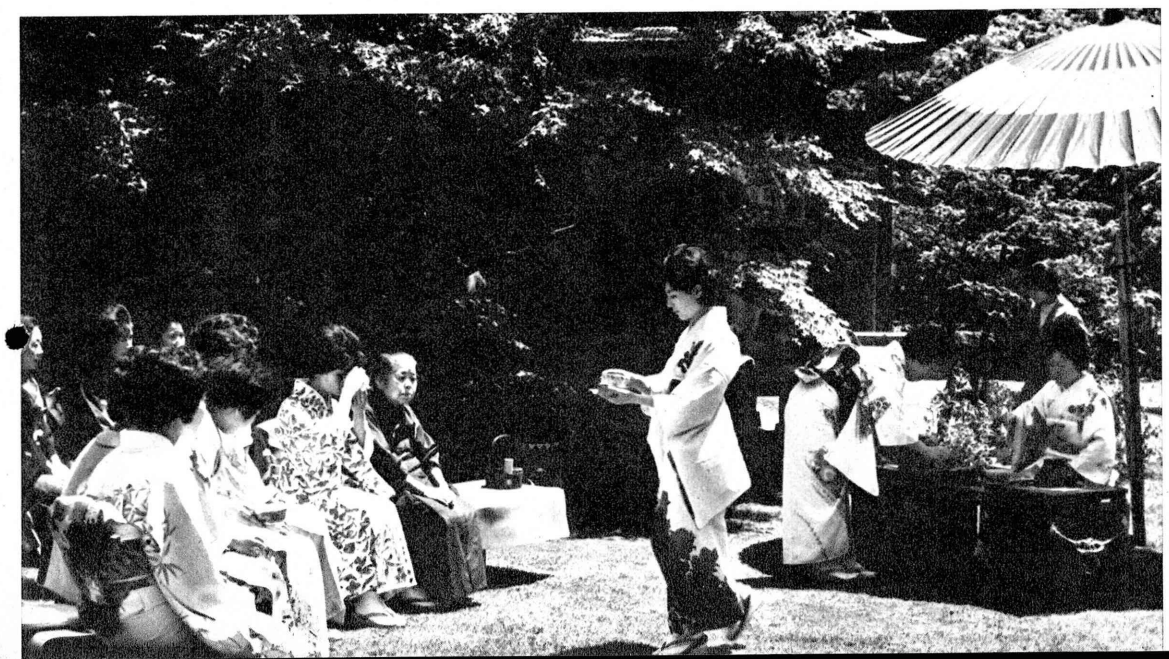
Nikko, one of the most representative tourist spots in Japan, is located about two hours by car from Tokyo. The Toshogu Shrine in Nikko is dedicated to Tokugawa Ieyasu, the first Shogun of the Tokugawa Shogunate. A grand festival is held every year on May 17 and 18 where the main attraction is a parade of men clad in ancient Edo costumes.

Outdoor Noh Play

Noh plays are usually performed on an indoor stage, but when they are presented before a shrine, an outdoor stage is hastily built for the plays. This is a sketch of the outdoor Noh plays and spectators at Kyoto's Heian Shrine.

Open-Air Tea Ceremony

On a balmy spring day, women clad in beautiful kimono go out into the garden and enjoy open-air tea ceremony. This picturesque scene shows the elegant mesdames in their colorful attire enjoying tea.



Direct from Our Pearl Farms

K

Kaneko Pearls

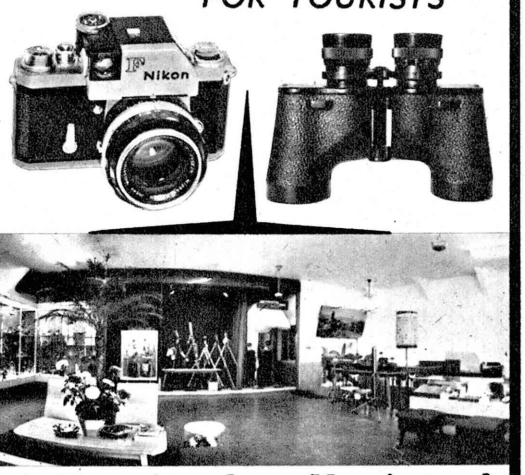
KOBE OFFICE Tel. (85) 2628, 9422

1824, Sumiyoshi-cho donomoto, Higashinada-ku, Kobe

Tokyo, Osaka, Nagasaki

NO TAX

FOR TOURISTS



Only Matsushima has a Manufacturer's Showroom (2nd floor)

EVERYTHING Optical and Photographic

AMERICAN EXPRESS CARDS

Diners Club

Authorized Money Changer

Matsushima

OPTICAL DEP'T STORE

3-CHOME, GINZA, TOKYO

TEL: (535)3451-6

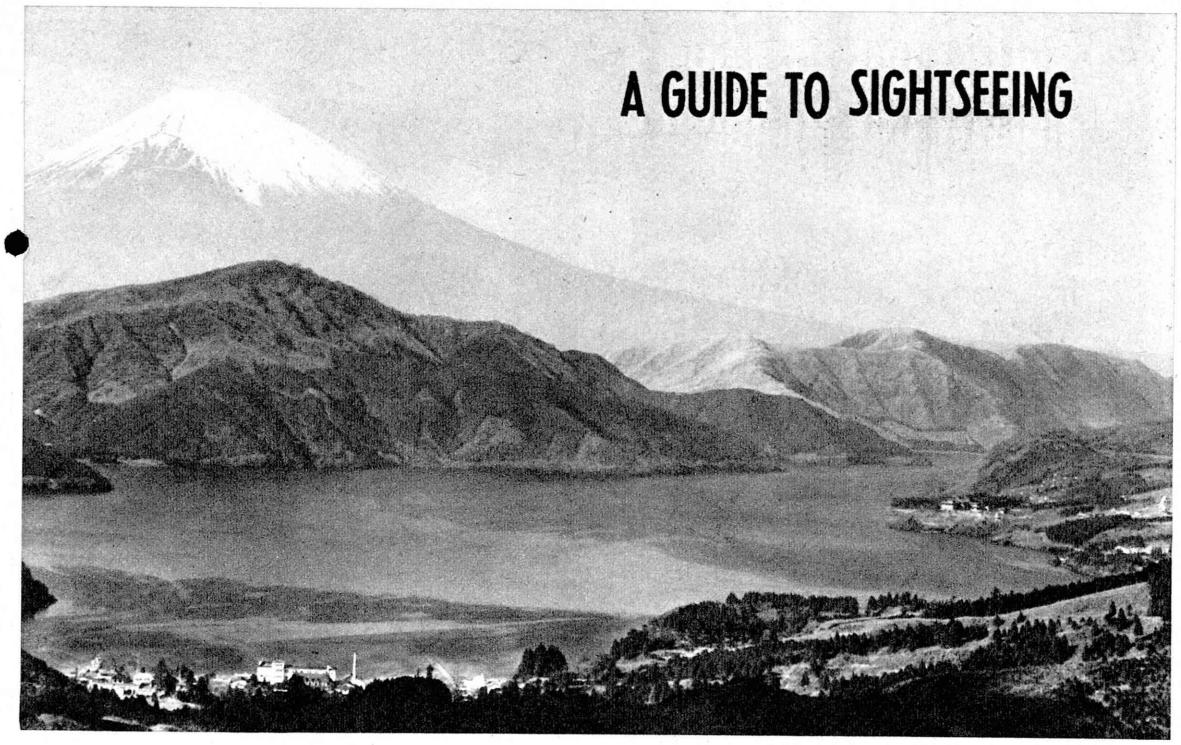
FOR TAXI DRIVER: 銀座3丁目バス停前

Garden of Rocks and Sand

This is the unique garden located within the compounds of Ryoanji Temple in Kyoto. There is no grass or tree but only white sand dotted with huge boulder-like rocks. The garden gives one an impression of infinity and the spirit of Zen.

House for Tea Ceremony

For the exclusive demonstration of tea ceremony, a house is specially set apart from the living quarters of the family. This house is a paramount example of Japanese architecture. The house is generally small and its design simple and primitive. The wood used is practically in its natural form, creating an atmosphere of simplicity never found in a room in a Western-styled house.



A GUIDE TO SIGHTSEEING

HAKONE

Hakone is the general name for the mountain resort located about 100 kilometers southwest of Tokyo. Its center is Lake Ashi, also known as Lake Hakone, an oblong volcanic lake surrounded by mountains. It stretches 6.6 kilometers from north to south and measures about two kilometers from east to west. Its surface is 723 meters above the sea level.

Between Yumoto, where the Hakone area begins, and the lake are such hot spring resorts as Miyanoshita, Gora, Kowakidani, Owakudani and Tonosawa. Stretching on the north end of the lake is the scenic Sengoku plateau where three golf courses are located. To the southwest of the lake between Hakone and Atami is Jukkoku Pass (10-Province Pass) from where a spectacular view of the Pacific, of the lake and Mt. Fuji can be enjoyed on a fair day.

How to Get There

One can motor to Lake Ashi, from Tokyo in about four hours, half an hour more or less depending on traffic conditions, along one of Japan's best highways.

From Kansai, follow the Tokaido Highway (National Route 1) which runs by the lake and connects with the Hakone Toll Road.

The private Odawara Express Railway (Odakyu) offers a pleasant hour and 20-minute train trip to Yumoto via Odawara aboard its special "Romance Car" express trains which leave Shinjuku Station, Tokyo for Yumoto in Hakone every hour. The fare is ¥530, and service and view of the countryside from these trains, are well worth it. It is advisable to reserve seats early—especially during holiday seasons.

Take any of the Tokaido Line trains at Tokyo Central Station and get off at Odawara, from where bus, taxi and a mountain trolley are available to the lake or any sight-seeing spots in the area. The second class coach fare is ¥240 between Tokyo and Odawara, ¥440 first class. The trip to Odawara takes two hours.

Two bus lines, Hakone Tozan Tetsudo and Izu Hakone, operate regular services between Odawara Station and the lake via all major sight-seeing spots. The two lines have a uniform fare of ¥110 for the Odawara-Motohakone run which takes about 45 minutes. Motohakone is a lakeside hub. Taxi fare for the same distance runs up to ¥2,000.

Where to Stay

The well-known Fujiya Hotel at Miyanoshita leads an impressive list of first class hotels in the Hakone area. Room rates, meal charges and reservation phone numbers in Tokyo and Hakone are:

Fujiya Hotel (Hakone 2-2211, Tokyo 572-1625)
Miyanoshita
Rooms: ¥1,300—¥15,000
Fujiya Hotel Sengoku Annex (Hakone 4-8511, Tokyo 572-1625)
Sengokuhara
Rooms: ¥1,800—¥3,300
Hakone Hotel (Hakone 3-6311, Tokyo 201-4101)
Lakeside Ashi
Rooms: ¥2,000—¥5,000
Hotel Kowakien (Hakone 2-2221, Tokyo 572-0161)
Kowakidani
Rooms: ¥1,200—¥20,000
Hakone Kanko Hotel (Hakone 4-8501, Tokyo 281-0775)
Sengokuhara
Rooms: ¥2,000—¥9,000
Hakone Highland Hotel (Hakone 4-8541, Tokyo 561-2933)
Sengokuhara
Rooms: ¥1,200—¥4,000

What to See

Owakudani—Located on a slope of Mt. Kamiyama (1,438 meters) to the east of Lake Ashi, this is a volcanic cleave shooting boiling sulphur and spouts of steam high into the air. A reminder of Yellowstone National Park.

Sengoku Plateau—This vast stretch of plain, part of which is a swamp, used to be a part of Lake Ashi. Numerous flowers blanket the rolling fields in a riot of color in summer, while the glinting silver heads of Japanese pampas grass produce an impressive autumn scene. Three beautiful golf courses dot the area.

Lake Ashi—This lake is the center of Hakone's scenic beauty. Most famous is the view of Mt. Fuji reflected on the surface of the lake as viewed from the south shore. At Ashi's southern end are the resort towns of Hakone and Motohakone where numerous souvenir shops and restaurants line narrow streets. On the opposite end of the lake is Kojiri, sometimes called Umijiri, where you can rough it in tents at convenient camping facilities. Kojiri and Motohakone are connected by sight-seeing boats. The trip across the lovely lake is ¥100. Speed boats are available at ¥1,800 for a cruise around the lake, ¥1,000 for a shorter ride and ¥1,400 for the Motohakone-Kojiri roundtrip. Other spots of interest around the lake include the Hakone Shrine, built in 757 A.D., Onshi Hakone Park, a small wood formerly owned by the Imperial Family, and the site of Hakone Sekisho, the famous border checkpoint of the feudal days on the Tokaido road from Tokyo to Kyoto.

(Fuji-Hakone National Park)

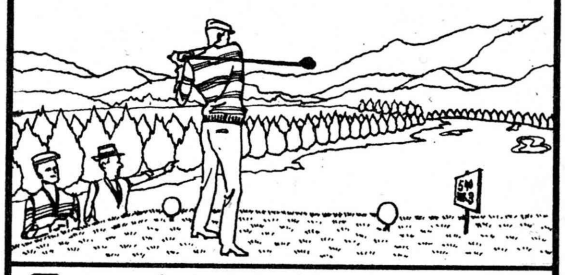
FUJIYA HOTEL CHAIN

Ideal health resort . . .
Rich hot springs—
Countless scenic wonders with breathtaking views of Mt. Fuji all the year round

FUJIYA HOTEL
& ANNEX: KIKKA-SO INN
(Miyanoshita, Hakone)

HAKONE HOTEL
(On Lake Hakone, Hakone)

SENGOKU GOLF COURSE
Fujiya Hotel Annex
(Sengoku-hara, Hakone)



Fuji-View Hotel
(On Lake Kawaguchi, Fuji-Five Lakes)

For reservations, call your travel agent or Our Booking Offices
Tokyo: 572-1625/6, Osaka: 631-8947

5-DAY COACH TOUR
TOKYO ⇄ KYOTO

only $98

10-DAY JAPAN TOUR···($ 235)
8-DAY JAPAN TOUR···($ 176)
2-DAY HAKONE ·····($ 25)

TOKYO
KAMAKURA
HAKONE SPA
OKITSU (Japanese Inn)
NAGOYA
OSAKA
PEARL ISL.
KYOTO
NARA

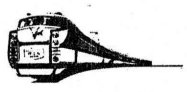
All meals
Best hotels
Rooms with bath
Guide & hostess

FUJITA TRAVEL SERVICE
Please see your travel agent or call
Tel: 571-8754, 5342, 1484

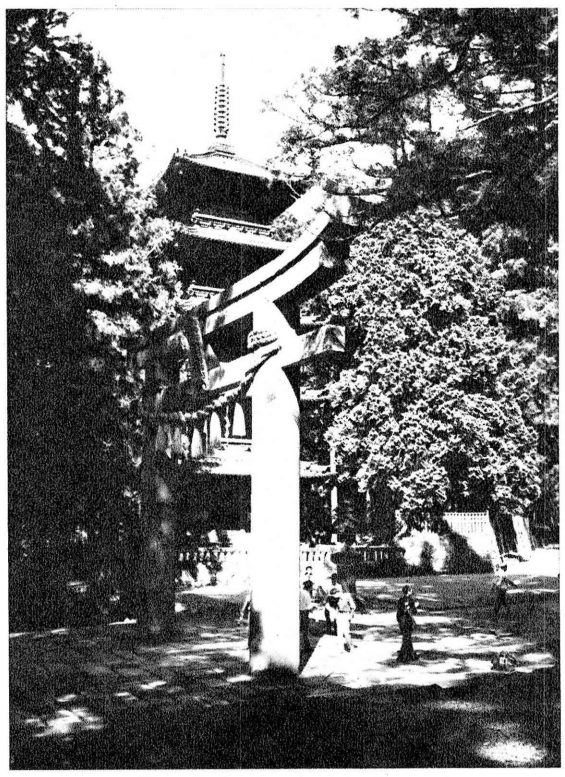
It's TOBU for NIKKO
WITH MUSIC IN COMFORT

Fast, Limited and Frequent Service/ Only 106-minute away from Asakusa, Tokyo/All seats reserved on "Romance Car"/14 express trains each way a day.

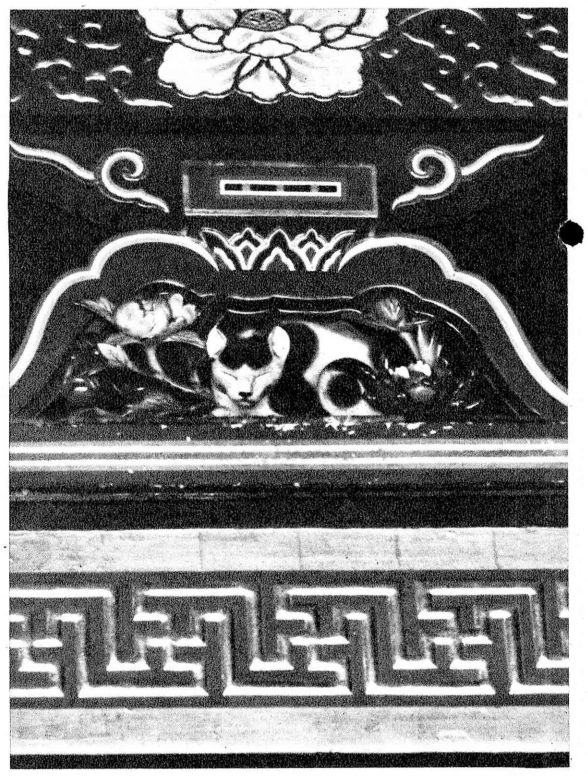
Enquiries received at Japan Travel Service (Tel. 871-2695) or Japan Travel Bureau (Tel. 211-3211)



TOBU RAILWAY



The Pagoda of the Rinnoji Temple



The Famous Sculpture of Toshogu

NIKKO

The city of Nikko, with its ornate Toshogu Shrine housing the founder of the two and a half century Tokugawa Dynasty, is the hub of National Park encompassing 30 spas, 20 lakes and 40 waterfalls.

Clusters of inns and souvenir shops compete for attention with the hundreds-of-years-old streets ascending to the shrine above the towering cedars that line the steep, cobbled streets ascending to the shrine above the town.

How to Get There

There are a variety of modes for traveling to Nikko and its environs, all of which are fast and reasonable.

By rail, the private Tobu Line and the Japan National Railways connect Tokyo with Nikko in two hours. National Railways operates a "de luxe" semiexpress with reserved seats from Tokyo Central, Ueno or Asakusa, and even from a nearby hot spring resort of Ito, by way of Utsunomiya.

Fare on both lines average 500 to 600 yen by expresses one way.

At Nikko, buses and taxis are plentiful.

Motorists can reach Nikko within four hours by taking the No. 4 National Highway from Senju-Ohashi Bridge in Adachi Ward, Tokyo. A well-paved highway brings drivers to Utsunomiya in Tochigi Prefecture within an hour. There leave the No. 4 route and follow No. 119 second-class national road.

About three hours from Utsunomiya is Nikko by way of Imaichi. Japanese call this Tokyo-Nikko route the "Nikko Kaido."

Where to Stay

There are three Western-style hotels in the area.

Kanaya Hotel (Nikko 1, 7, 173, Tokyo 561–1058)
Nikko-machi
Rooms: ¥1,400–¥5,000
Lakeside Hotel (Chuzenji 2, 61)
Lakeside Chuzenji
Rooms: ¥1,200–¥3,000
Nikko Kanko Hotel (Chuzenji 24, 64 Tokyo 561–1058)
Lakeside Chuzenji
Rooms: ¥1,500–¥2,000

Japanese style inns can be reserved through Japan Travel Bureau.

What to See

The apparent timelessness of history envelops the visitor to Toshogu as the soaring cedars blot out the sky enshrouding the riotous, prysmatically colored great wooden buildings in a dark stillness that is broken intermittently by the stark screech of an animal or the chatter of tens of hundreds of other travelers who dot the shrine compound.

The temples and the numerous art objects inside are mythified in a literature known to every Japanese from childhood. There are old tales about the "three monkeys" sculpture (remember, "see, hear and tell no evil"), the "sleeping cat" by Hidari Jingoro, and the crying dragon.

But the most famous is "Yomeimon," the exquisitely decorated Gate of Sunlight.

The sculptured figures of dragons, lions, children and saints are ablaze with color as they seemingly dance along the pillars of the gate.

Visitors can obtain a more detailed explanation of the historical and architectural background of Toshogu by hiring English-speaking guides at the Kanaya Hotel near the compound.

Shrines are regularly open between 8 a.m. and 5 p.m. between April 1 and Oct. 31. They close an hour earlier the rest of the year. There's a modest entrance fee.

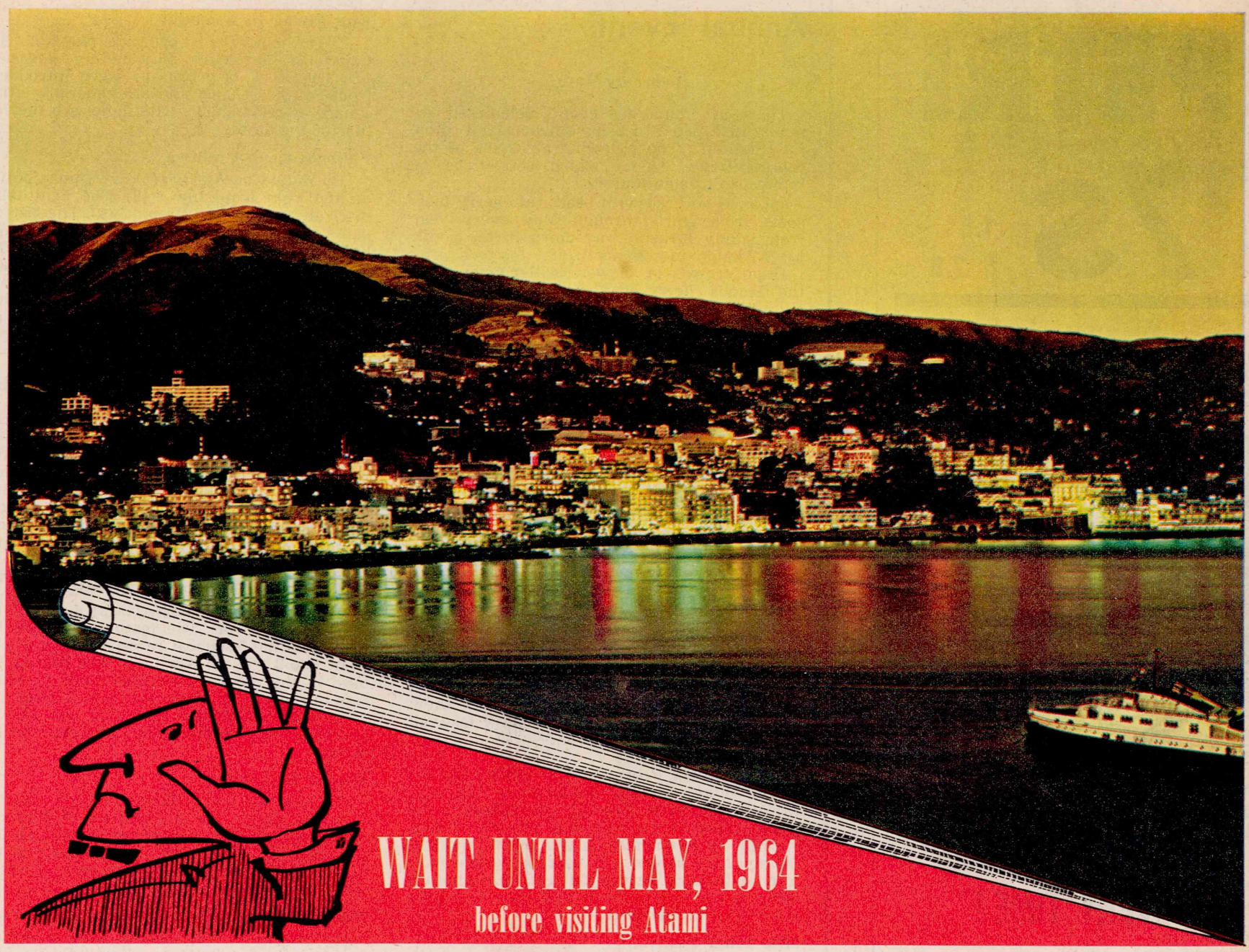
Up a spectacularly steep winding road of 48 hairpin curves from Nikko known as Irohazaka, one enters the gateway to the National Park. Here one leaves behind the cultural tour de force of centuries past and enters a world of unique physical and spiritual pleasures.

Irohazaka discharges you at multi-fathomed, shimmering Lake Chuzenji—its shores dotted with numerous inns and two major Western-style hotels, Lakeside and Nikko Kanko, the area is the beginning of the many hot springs. The lake itself, lying at a point 1,268 meters above sea level, is 21 kilometers in circumference — largest in Japan at this height.

The lake has all water sports facilities and sight-seeing boats cruise its length stopping at shrines and other places of interest along its shores.

While at the lake, don't neglect the Kegon Falls, a legendary waterway among the Japanese that plunges nearly 100 meters straight down.

Bus or auto from Senjogahara will take you to the hot spring resort of Yumoto, a quaint, mountain town boasting a lovely lake and waterfall. It is also the end of the bus route, beyond it lying the wilds of Nikko National Park.

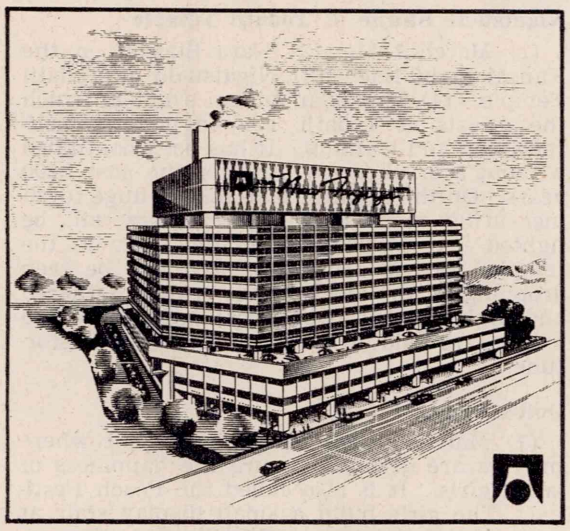


WAIT UNTIL MAY, 1964

before visiting Atami

Because we're still constructing and won't be open for business until that time. Once we are open, you'll like the treatment you'll get at this newest luxury hotel located in Atami, a seaside hot springs town right at the entrance of Japan's magnificent Fuji-Hakone-Izu National Park and only 1-1/2 hours by train from Tokyo on the way to the Osaka-Kyoto area.

Our hotel will combine all the comforts of Western-style accommodations with traditional Japanese hospitality. Many entertainment facilities for all members of the family. Four dining rooms. Western-style, combined Western-Japanese, and pure Japanese rooms, all air-conditioned and with private bath.



Rates

Twin beds	$13.33 - $22.22
Twin beds with Japanese combination	$15.28 - $22.22
Japanese-style	$ 8.33 - $22.22
Double-bed	$ 7.78
Suite	$36.11

Information and brochures available on request.

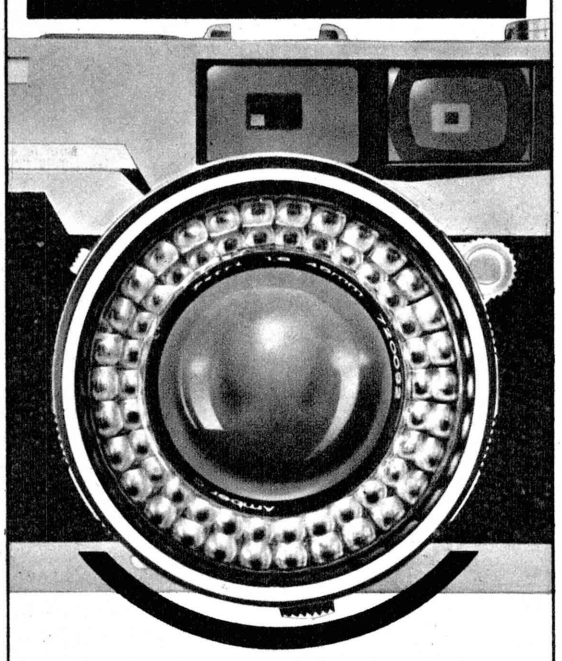
Under same management: **ATAMI FUJIYA HOTEL**, a Japanese-inn-style hotel, with all Western-style conveniences.

Watch for the official opening-date announcement. Then make your reservations early at the

ATAMI *New Fujiya* HOTEL

435 Atami, Atami-shi, Shizuoka Pref. Phone: Atami 8-7111

PETRI®
7S 1.8 & 2.8



CIRCLE-EYE LENS MEANS QUALITY PICTURES EVERY TIME!

CIRCLE-EYE light meter with its Precision Exposure System means a fine picture EVERY TIME even when using a filter. Its famous features include "Green-O-Matic" viewfinder, Super-fast Petri lens, Feather-touch Petri shutter and self-timer — all assuring you perfect pictures. Just center the Viewfinder Needle (also visible in the window on top cover), click the shutter button, and you will take professional quality pictures from your very first roll of film.

PETRI
Sign of GOOD DESIGN

PETRI Camera Company, Inc. Tokyo

Guide to Annual Events

(February-May)

There are numerous events celebrated annually in Japan which have a long and colorful tradition. The following are some of the representative events which should be of interest to foreign tourists.

Japan is covered with beautiful cherry blossoms from April through May every year from sunny Kyushu way down in the south to Hokkaido in the north.

Huge crowds of viewers will converge on the famous cherry blossom spots in the country and various colorful festivals will be held throughout the country during this period.

The events mentioned here are those that will take place in Tokyo and vicinity. They are divided into (1) date of the event, (2) station to get off, (3) place and (4) features of the events.

Setsubun

(1) Feb. 4. (4) The day when spring arrives according to the lunar calendar. Bean-throwing events will be held at shrines, temples and homes throughout the country to celebrate the coming of spring.

Sapporo Snow Festival

(1) The first Friday, Saturday and Sunday of February. (2) Sapporo Station on the Hakodate main line. (3) The main thoroughfare of Sapporo measuring 100 meters in width. (4) This is a recreation engaged in by the citizens of Sapporo where it is covered half the year with snow. More than 100 snow figures will be displayed at this snow festival.

Takata Ski Festival

(1) Middle of February. (2) Takata Station on the Shinetsu line of the National Railways. (3) Mt. Kanaya in Takata. (4) Takata is the place where skiing was first introduced into Japan. To commemorate this event, approximately 1,400 skiers will past in parade with torches in hand at the ski festival. Another 500 persons will perform folk dances, adding more color to the festival.

Mito Plum Festival

(1) Feb. 21–March 20. (2) Mito Station on the Joban line. (3) Kairakuen Park. (4) Mito's Kairakuen, together with Okayama's Korakuen Park and Kanazawa's Kenroku Park, is one of the best known places to view plum blossoms. Tea ceremony will be performed under the blossoms during the period.

Nigatsu-do Shujie of Todaiji Temple

(1) March 1–14. (2) Nara Station on the Kansai main line. (3) Nigatsu-do at Todaiji Temple. (4) This is an annual event in which the priests at Todaiji Temple undergo self-reflection and training. It has been continued without a break every year for the past 1,200 years. On the night of March 12, a huge torch measuring more than eight meters will be lighted and twirled around the stage in the temple. Sparks from the torch will be seen dropping on the heads of the crowds gathered and lighting the world of darkness. The sparks are said to keep out evil and misfortune.

Doll's Festival

(1) March 3. (4) This is an event where prayers are given to assure the happiness of small girls. It is also called the Peach Festival. The girls build a small display stair at home and decorate it with dolls and other accessories on this day.

Kasuga Festival

(1) March 13. (2) Nara Station. (3) Kasuga Shrine. (4) The festival, which starts at 10 a.m., will be carried out in the same fashion as that which was held 1,200 years ago. It is a colorful pageant which had not been opened to the general public until very recently. Today, it is open to all.

Kite Flying in Nagasaki

(1) On holidays in April. (2) Nagasaki Station. (3) Mountains surrounding Nagasaki. (4) The kites of Nagasaki were introduced from Southeast Asia and are generally either square or rectangular. Kite fights are the feature of the day.

Bullfighting in Uwajima

(1) Middle of April. (2) Uwajima Station on the Yoki main line. (3) The fight takes place in an enclosed arena. (4) The participants are two bulls weighing more than 750 kilograms each. Unlike Spanish bullfighting, the Japanese bulls are made to push each other with their horns. There are no matador. The winner is the one which has pushed the other and made it curl up his tail in defeat.

Black Ship Festival in Shimoda

(1) Three days between the end of April and the end of May. (2) Shimoda Station on the Izu Electric Line. (3) Town of Shimoda. (4) This is an event commemorating the arrival of the so-called Black Ships led by Commodore Perry of the United States. Japanese and American naval ships will enter the port of Shimoda on the first day. The American ambassador will attend the second day celebrations which will be held at the Shiroyama Park.

Nagasaki Port Festival

(1) April 27–29. (2) Nagasaki Station. (3) All Nagasaki. (4) The feature event of the festival is the long-boat races held in the port from 1 to 3 p.m. on April 29. The boats to be used in the races are so-called "pelon" which was introduced to Nagasaki in 1571 from China. It is 10.5 meters long and can seat 32 oarsmen. Drums and gongs add color to the races.

Hakata Dontaku

(1) May 3–5. (2) Hakata Station. (3) In Fukuoka City. (4) All citizens of Fukuoka will participate in this grand dance-and-singing festival. The third and last day is the most colorful. It is one of the most representative festivals in Kyushu.

Himeji Castle Festival

(1) May 3–5. (2) Himeji Station on the Sanyo main line. (3) In Himeji Castle. (4) This is a festival celebrating Himeji Castle which is one of the most beautiful castles in Japan designated as a National Treasure. A grand repair work has been completed recently making the castle more beautiful than ever. The Daimyo Procession is one of the features of the festival.

Boy's Festival

(1) May 5. (4) This is a counterpart of the Doll's Festival held on March 3. It is a festival for boys. Samurai dolls with armor and sword are displayed at homes for male children and out in the garden, carp streamers are hoisted on poles. The carp streamers are symbols of health and happiness of boys.

Cormorant Fishing on Nagara River

(1) From May 11. (2) Gifu Station on the Tokaido trunk line. (3) On Nagara River, Gifu City. (4) Cormorant fishers dressed in ancient costumes manipulate as many as 12 cormorants and fish for "ayu" or sweet fish. The torch fire reflected on the waters of the river takes the spectator back to ancient days.

Takigi Noh at Kofukuji Temple

(1) May 11–12. (2) Nara Station. (3) Kofukuji Temple. (4) It is one of the greatest honors for a Noh actor to perform at the Kofukuji Temple's Takigi Noh. Noh and Kyogen are staged at the temple amid the light cast by burning torches beneath the shadow of the five-story pagoda of the temple.

Kanda Festival

(1) May 12–15. (2) Ochanomizu Station on the National Railways' Chuo Electric Line.

(3) Kanda Shrine. (4) Kanda Festival is one of the three major festivals in Tokyo. The other two are the Asakusa Shrine Festival held on May 17–18 and the Hie Shrine Festival on June 15. The feature of the Kanda Festival is the parade of young men carrying a portable shrine through the streets of Kanda.

Izumo Shrine Grand Ceremonies

(1) May 14–16. (2) Taisha Station on the Taisha line. (3) Izumo Shrine. (4) Izumo Shrine is the most revered and highest class shrine in Japan. A total of 73 ceremonial events take place at the shrine every year. But the grand ceremonies on May 14 tops them all in their scale and grandeur.

Spring Festival of Toshogu Shrine in Nikko

(1) May 17–18. (2) Nikko Station on the Nikko line. (3) Road leading to the Toshogu Shrine. (4) On the verdant mountain of Nikko is enshrined the first Tokugawa Shogunate —Tokugawa Ieyasu. The feature of the spring festival is a parade of warriors whose procession is more than one kilometer long. The warriors are in armor of ancient days and provide a gorgeous spectacle as they wind along the road leading to the shrine. "Yabusame" or shooting arrows on horseback is held at 2 p.m. on May 18.

Yokohama Port Festival

(1) Second Saturday in May. (2) Sakuragicho. (3) Yokohama City. (4) This is a representative festival of the port of Yokohama, an international port with the biggest volume of trade in the country. A masquerade procession is one of the highlights of the festival. Numerous foreign inhabitants of the city participate in the procession.

National Holidays

March	21	Spring Equinox Day
April	29	Emperor's Birthday
May	3	Constitution Day
May	5	Children's Day

CONDENSED TIME TABLE FOR DAYLIGHT LIMITED EXPRESSES
TOKYO –NAGOYA –KYOTO –OSAKA
TOKAIDO LINE

* Non-Regular Service

Tokyo –Kyoto –Osaka

Name of train / Train No. / Stations	Kodama #1 1M	Hibiki 9M	Fuji #1 2001M	Tsubame #1 2003M	Hato 3M	Kodama #2 5M	* Hibiki #2 1003M	Fuji #2 2005M	Tsubame #2 7M	Otori 2007M
Tokyo Lv.	700	745	800	900	1300	1430	1520	1530	1630	1800
Yokohama "	722	807	822	922	1322	1452	1541	1552	1652	1822
Odawara "	↓	↓	↓	↓	1401	↓	↓	↓	↓	↓
Atami "	818	907	918	↓	↓	1548	1637	1648	↓	1917
Numazu "	↓	↓	↓	1032	1434	↓	↓	↓	↓	↓
Shizuoka "	910	959	1009	1109	1511	1639	1729	1739	1838	2009
Hamamatsu "	↓	↓	↓	↓	↓	1732	↓	↓	↓	2102
Toyohashi "	↓	↓	↓	↓	↓	↓	↓	↓	1956	2128
Nagoya "	1116	1204	1214	1314	1716	1846	1934	1944	2046	2215
Gifu "	↓	1225	1235	↓	↓	↓	1955	2005	↓	
Maibara "	↓	↓	↓	1412	↓	↓	↓	↓	↓	
Kyoto Ar.	1258	1348	1358	1458	1859	2028	2118	2128	2228	
Osaka "	1330	1420	1430	1530	1930	2100	2150	2200	2300	
			Ar. Uno 1720	Ar. Hiroshima 2010				Ar. Kobe 2230		

Osaka –Kyoto –Tokyo

Name of train / Train No. / Stations	Kodama #1 2M	* Hibiki #2 1002M	Fuji #1 2006M	Tsubame #1 4M	Hato 6M	Tsubame #2 2004M	Hibiki 10M	Fuji #2 2002M	Kodama #2 8M	Otori 2008M
			Lv. Kobe 730			Lv. Hiroshima 945		Lv. Uno 1240		
Osaka Lv.	700	745	800	900	1300	1430	1520	1530	1630	
Kyoto "	732	818	832	932	1332	1502	1552	1602	1702	
Maibara "	↓	↓	↓	1017	↓	↓	↓	↓	↓	
Gifu "	↓	942	952	↓	↓	↓	1712	1721	↓	
Nagoya "	915	1006	1016	1116	1514	1644	1736	1746	1845	745
Toyohashi "	↓	↓	↓	↓	↓	↓	↓	↓	1932	833
Hamamatsu "	↓	↓	↓	↓	↓	1756	↓	↓	↓	858
Shizuoka "	1120	1210	1220	1319	1718	1850	1940	1950	2052	951
Numazu "	↓	↓	↓	1358	1756	↓	↓	↓	↓	↓
Atami "	1212	1302	1312	↓	↓	1942	2032	2042	↓	1043
Odawara "	↓	↓	↓	↓	1828	↓	↓	↓	↓	↓
Yokohama Ar.	1307	1357	1407	1507	1907	2037	2127	2137	2237	1138
Tokyo "	1330	1420	1430	1530	1930	2100	2150	2200	2300	1200

(Night expresses between Tokyo and Kyushu are not included in this table.)

Miscellaneous Charges

			1st Class	2nd Class
Ordinary Express	Up to 300 km 301 km or over		※ 440 ※ 660	200 300
Semi Express	Regardless of distance		※ 220	100
Seat Reservation	One ride		200	100
Special Seat (parlor-car)	One ride		※ 1,650	
Ferry Berth	(Ferry) Aomori-Hakodate	Upper Lower	600 700	

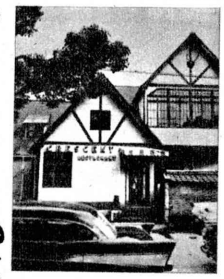
Sleeping-car Berth	Type A	Single (Roomette)	※ 3,080	
		Upper	※ 1,980	
		Lower	※ 2,530	
	Type B	Upper	※ 1,540	
		Lower	※ 1,980	
	Type C	Upper	※ 1,100	
		Lower	※ 1,430	
	Upper Middle Lower			600 700 800

10% travel tax is included in the charges above those marked with ※.

Tokyo - Osaka - Hiroshima - Kyushu

STATION BETWEEN	Saiki & Miyazaki	Beppu & Oita	Nakatsu	Saga & Nagasaki	Minamata & Nishi-kagoshima	Tosu & Yatsushi-ro	Hakata	Ogori & Kokura	Hiroshima & Hofu	Fukuyama & Mihara	Himeji & Uno	Kyoto & Kobe	Maibara	Nagoya & Gifu	Hamama-tsu & To-yohashi	Shizuoka	Odawara & Numazu
Tokyo & Yokohama	—	2,200	1,760	2,200	2,200	2,200	1,760	1,760	1,760	1,760	1,760	1,760	1,760	1,320	1,320	1,320	1,320
Odawara & Numazu	—	1,760	1,760	2,200	2,200	1,760	1,760	1,760	1,760	1,760	1,760	1,320	1,320	1,320	1,320	1,320	
Shizuoka	—	1,760	1,760	1,760	2,200	1,760	1,760	1,760	1,760	1,760	1,760	1,320	1,320	1,320	1,320		
Hamamatsu & Toyohashi	—	1,760	1,760	1,760	2,200	1,760	1,760	1,760	1,760	1,760	1,320	1,320	1,320	1,320			
Nagoya & Gifu	—	1,760	1,760	1,760	1,760	1,760	1,760	1,760	1,760	1,320	1,320	1,320	1,320				
Maibara	—	1,760	1,760	—	—	—	—	—	1,760	1,320	1,320	1,320					
Kyoto & Kobe	1,760	1,760	1,760	1,760	1,760	1,760	1,760	1,760	1,320	1,320	1,320						
Himeji & Okayama	1,760	1,760	1,760	1,760	1,760	1,760	1,760	1,320	1,320	1,320							
Fukuyama & Mihara	1,760	1,320	1,320	1,760	1,760	1,320	1,320	1,320	1,320								
Hiroshima & Hofu	1,320	1,320	1,320	1,320	1,320	1,320	1,320	1,320									
Ogori & Kokura	1,320	1,320	1,320	1,320	1,320	1,320	1,320										
Hakata	—	—	—	1,320	1,320	1,320											
Tosu & Yatsushiro	—	—	—	—	1,320												
Nakatsu & Oita	1,320																

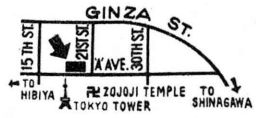
CRESCENT
Tokyo's Original
French Restaurant



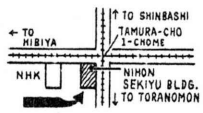
Open daily
11:30 a.m. to
10:00 p.m.

Free Parking Space
Tel. (431)
1222, 3125

1, 8-Gochi,
Shiba Park,
Tokyo



AMID CONTINENTAL SURROUNDINGS
European Dishes
MOON CREST
Affiliated with CRESCENT
9:30 a.m. to 10:00 p.m.
Closed Sundays
Nisseki Building Arcade
1-chome, Tamura-cho,
Minato-ku, Tokyo



Tel. (502)
1031, 1032

WELCOME
to
The most exclusive
restaurant in Tokyo
GASLIGHT
where steaks are
served in an atmosphere
of "The Gay 90's"
* Tokyo's only Player-Piano in the Gay 90's Bar
* Prime-rib of Beef

Amerex Bldg., Iigura-Katamachi, Azabu, Tokyo
Tel: 481-2774, 2798

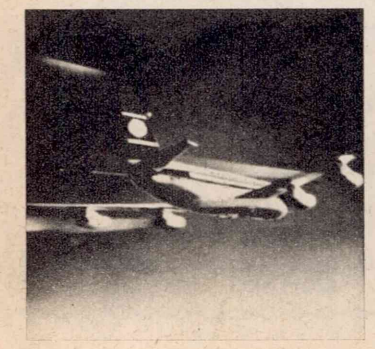
Meet your neighbours

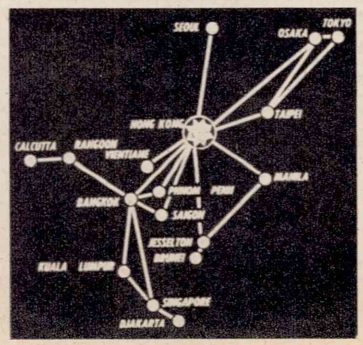
via CATHAY PACIFIC...

All the Orient is yours when you book through Cathay Pacific. You fly to more ports more often than on any other airline-and you get there fast, on Cathay Pacific's Convair jet and Electra prop-jet air-craft. Most parts of the Orient are little more than a magazine, a cigarette and a good meal away with Cathay Pacific. You relax in the care of Japanese hostesses, enjoying the most magnificent foods and wines ever served in the Orient skies. Next time you fly, book Cathay Pacific, the Orient's most experienced airline.

HONG KONG · BANGKOK · BRUNEI · CALCUTTA · DJAKARTA · JESSELTON · KUALA LUMPUR · MANILA
TAIPEI · TOKYO · VIENTIANE · OSAKA/KYOTO · PHNOM PENH · RANGOON · SAIGON · SEOUL · SINGAPORE

See your travel agent or
Cathay Pacific Airways, Ltd., Palace Hotel,
10, 1-chome, Marunouchi, Chiyoda-ku, Tokyo
Tels: 212-3526/9
Cathay Pacific Airways, Ltd., Seiko Building,
17, Sonezaki-Shinchi, 2-chome, Kita-ku, Osaka
Tels: 362-5651/4





Spanning the Orient

CATHAY PACIFIC

A BUTTERFIELD & SWIRE ASSOCIATED COMPANY

Visit

JAPAN

GINZA TOKYU HOTEL

GINZA TOKYU HOTEL is located in the center of the glittering, glamorous Ginza—center of shopping and entertainment in the world's largest city. HOSPITALITY at the Ginza Tokyu Hotel is expressed in the warmth and friendliness of everyone—from the doorman to the room maids.

450 completely sound-proofed, air-conditioned rooms, all with private bath, shower, radio and every modern facility to ensure a pleasant stay.

Single .....$ 5.60 up
Double .....$ 9.80 up
Twin .....$ 9.80 up
Suite .....$47.50 up

Cable: TOKYUTEL TOKYO
Telex: 22-601
Tel: Tokyo 541-2411

Tokyu Hotel CHAIN

GINZA TOKYU HOTEL
SHIMODA TOKYU HOTEL
RYUKYU TOKYU HOTEL

YOKOHAMA TOKYU HOTEL
KARUIZAWA TOKYU HOTEL
HANEDA TOKYU HOTEL
(From Autumn '64)

IMAIHAMA TOKYU HOTEL
HAKUBA TOKYU HOTEL
AMBASSADOR HOTEL (Taipei)
(From Autumn '64)

Japan's Finest . . .

Hotel Kowaki-en

Featured in ***LIFE*** *Magazine*

Service, scenery and serenity . . .
Outstanding Japanese and Western cuisine . . .
Year-round swimming in the hot spring-fed pool . . .
Exotic entertainment in the Hawaiian Room . . .
In the heart of beautiful **Fuji-Hakone National Park**

Reservations: Hakone (2) 2221 Tokyo Office: (572) 0161
Hakone, Kanagawa Pref., Japan

TARIFF

Twin	**$ 12.50**
Suite	**28.00**
Japanese room	**12.50**

"DO-IT-YOURSELF" Cuisine . . . Barbecue-Restaurant

Motel Ashinoko

Hotel Kowaki-en's Lakeside Annex

TARIFF

Double	**$ 10.00**
Twin	**$ 11.20**

Ideal for motorists with 35 ultra-modern rooms, barbecue restaurant and snack bar. Located beside beautiful Lake Ashinoko. Offers same good service as all Fujita Tourist Chain hotels.

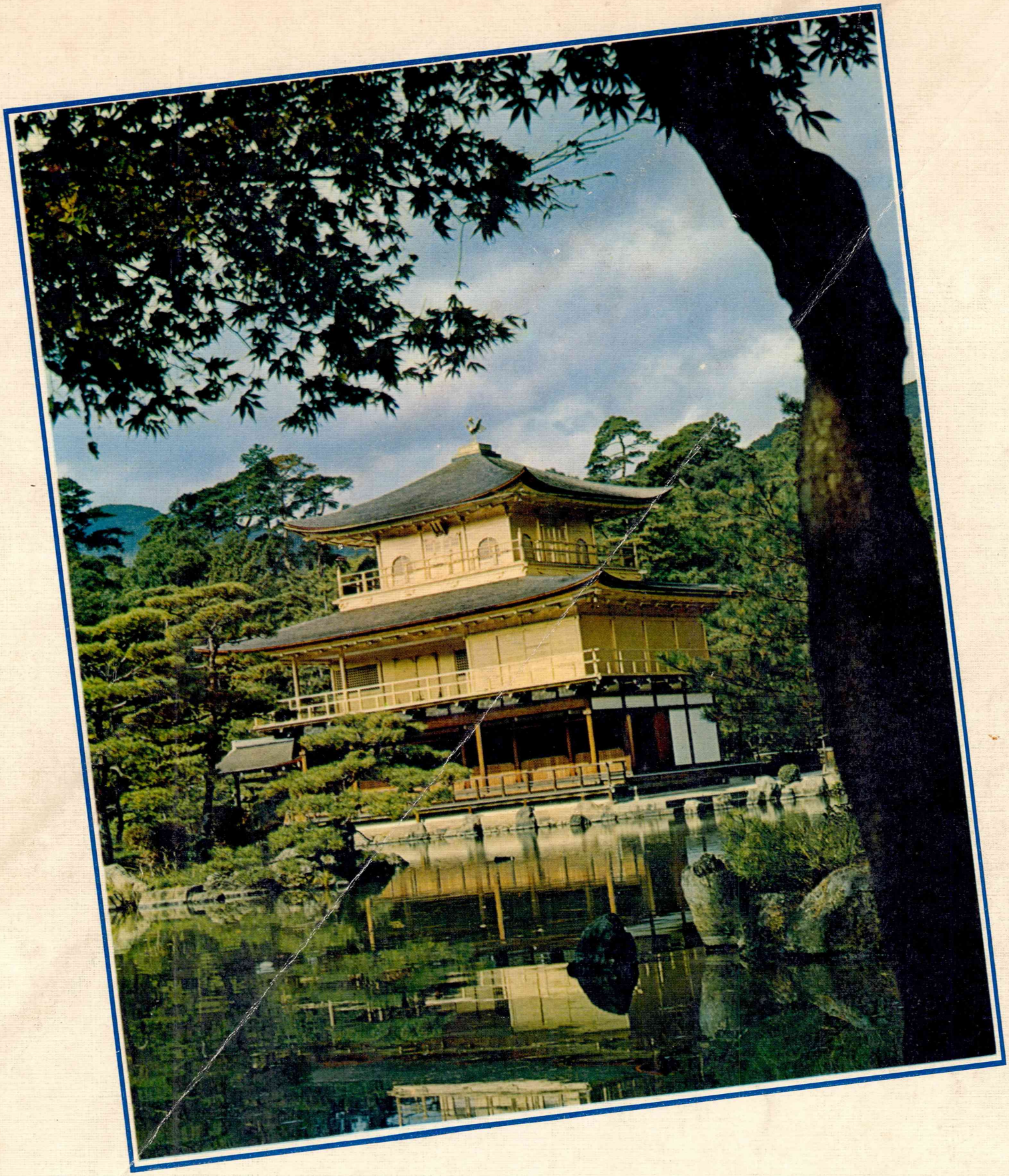
Reservations: Hakone (4) 8611
Hakone, Kanagawa Pref., Japan

AFFILIATED WITH
WESTERN INTERNATIONAL HOTELS, INC.
MASTER HOSTS ASSOCIATION U.S.A.

VSP
Very Special Person Service

Head Office
FUJITA TOURIST ENTERPRISES CO., LTD.
No. 6, 7 chome, Ginza-Nishi, Chuo-ku, Tokyo, Japan
Tel. 572-0161

Fujita TOURIST CHAIN



You cannot see one of the most beautiful things in Japan

It's invisible.

But you can *hear* it—the beautiful sound of a National radio, stereo, or tape recorder.

Live, true, full, rich sound is our first aim when we design these sets. Every precision transistor, every circuit and speaker and switch, is made and assembled with incredible care. The National kind of craftsmanship is necessary if you want to get *all the joy* out of recorded or broadcast music.

Japan is a beautiful land—full of beautiful buys. And some of the best are named "National."

Japan's Largest Producer of Electronic and Electrical Home Appliances

MATSUSHITA ELECTRIC

JAPAN

PANASONIC

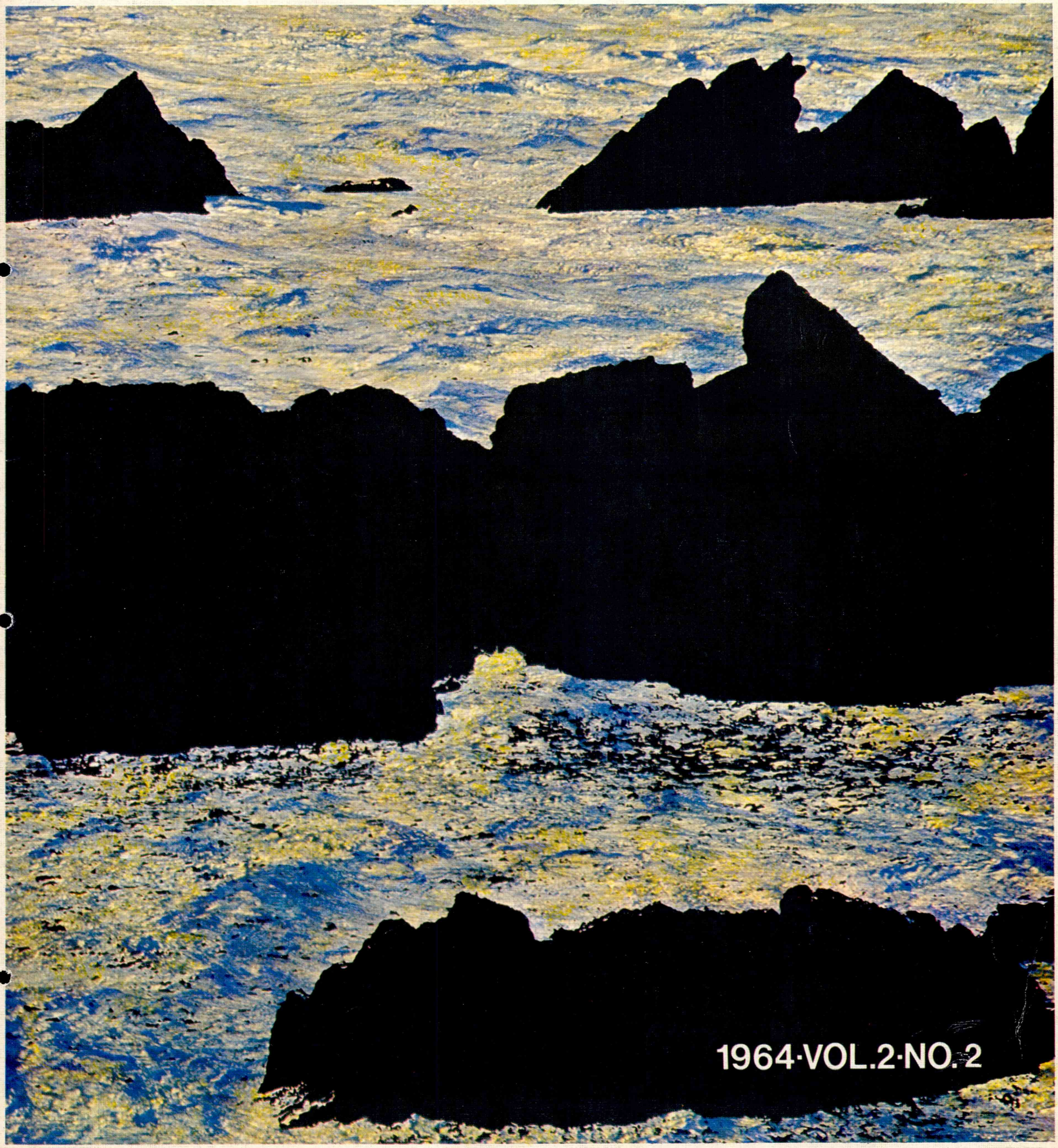
This trademark stands for fine Matsushita products in the U.S.A. and Canada.

National

Japan Illustrated

The Japan Times *Quarterly Pictorial Magazine*

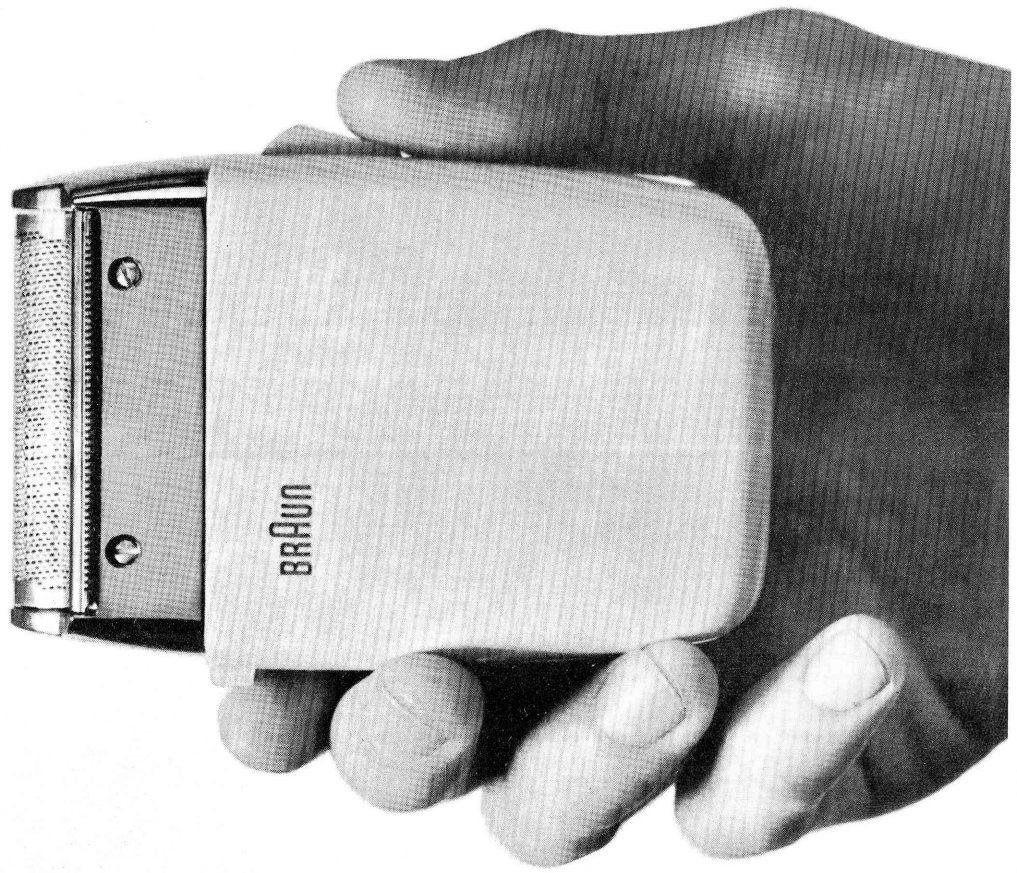
¥180



1964·VOL.2·NO.2

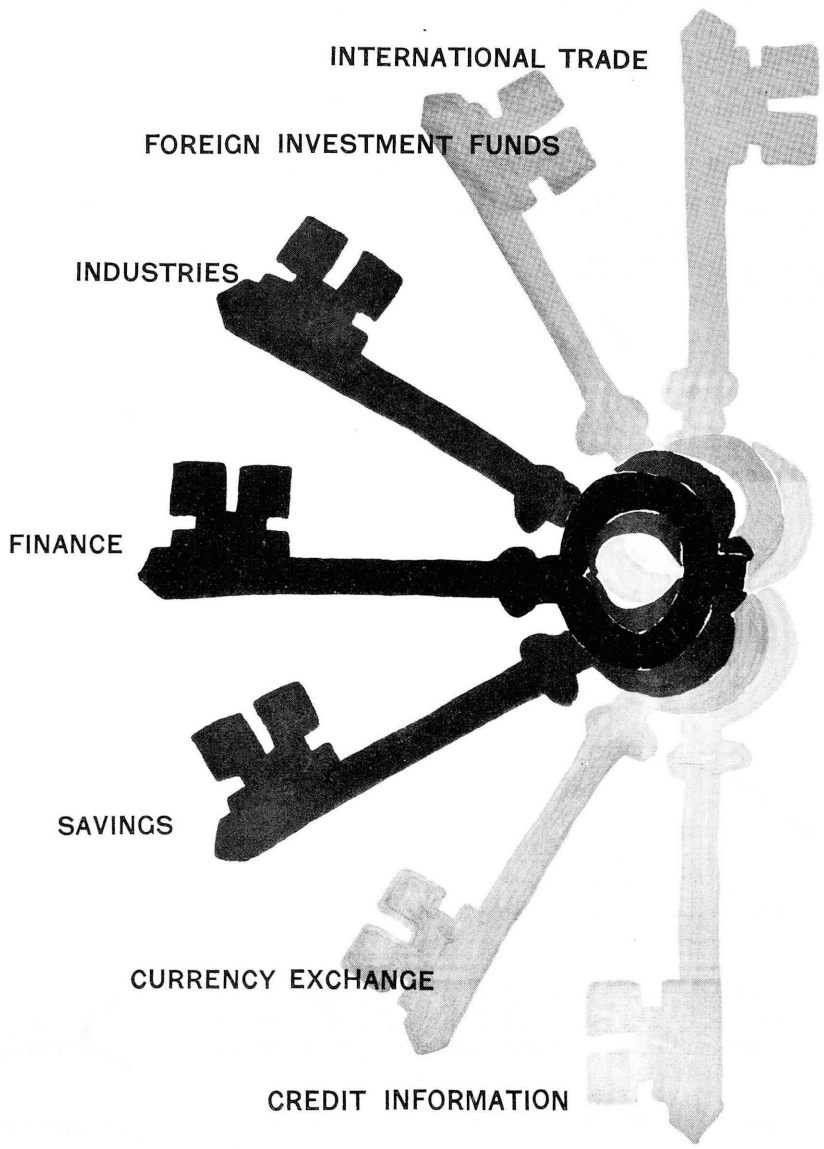
a message for men who want smooth, easy shaves

Here is good news for every man who is tired of shaving. The Braun SM 3 precision-engineered electric shaver from West Germany can tackle the toughest beards yet still protect tender skin. It has a completely safe but supersharp blade only 0.04 mm thick. And the clipper comb trims sideburns in a perfectly straight line. With its 110/220 volt switch the Braun SM 3 can be used anywhere in the world. Make friends soon with this easy-to-handle, close-shaving international favorite. Only ¥8,600 at department stores, jewelers, electric appliance dealers, drug and camera stores.



Braun SM 3 ¥ 8,600
Sixtant ¥ 10,600

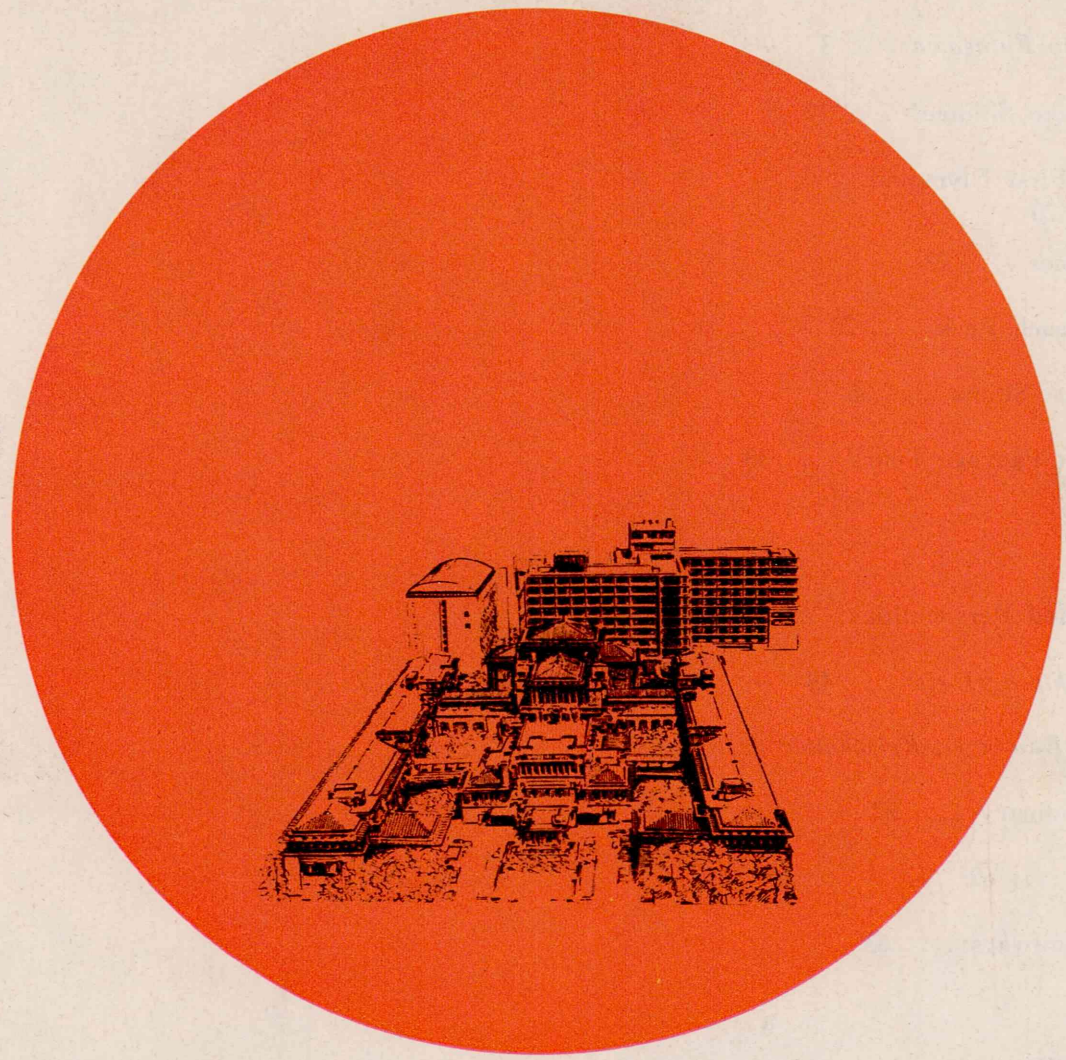
Imported by Braun Electric Japan Ltd.
Sole Agent K. Hattori & Co., Ltd.
Braun Department



Ask the Bank of Tokyo for the keys to all banking affairs

These are but a few of the banking affairs to which you can easily obtain keys for entering from the Bank of Tokyo. As the bank that handles the greater part of Japan's international trade transactions, it is highly experienced to act as your financial adviser in all matters relating to the banking business.
Make full use of Bank of Tokyo's speedy, efficient and accurate services.

BANK OF TOKYO Head Office: Tokyo, Japan



Today as in 1890, the Imperial offers the ultimate in Tokyo hospitality

For 74 years the Imperial Hotel has maintained a tradition of impeccable service. Since the days of the Emperor Meiji, when it housed distinguished state guests, it has made the satisfaction of its patrons its only aim.

Today, knowledgeable world travelers still prefer the Imperial. It is easy to see why. For only the Imperial combines truly superior service, superb Western and Japanese cuisine, modern comfort and unexcelled convenience of location.

Whether you stay in the history-steeped old building or one of the two new annexes, Imperial hospitality will make your visit memorable. And the heart of downtown Tokyo will be only steps away from the quiet of your room.

900 rooms and suites, 7 restaurants, 4 bars, complete facilities for international conventions, gorgeous Peacock Room for 650 dinner or 2,000 cocktail guests and smaller banquet rooms, shopping arcade, travel agencies and airline offices.

IMPERIAL HOTEL Tokyo

T. INUMARU, President & General Manager
Cable Address: IMPHO TOKYO Tel: 591-3141 Telex: Tokyo 22-346

Japan Illustrated
Vol. 2, No. 2, April 1964

CONTENTS

Japanese Architecture—Centuries of Blending Exquisite Detail
Photos and text by Yukio Futagawa 3

Hotel Queen—Mrs. Hisako Shiotani 17

Preparations for Asia's First Olympiad
By Shigeru Yosano 20

Tokyo All Set for Olympics 22

Ise-Shima: Beautiful Beach Park 28

A Thumbnail Guide to Ise-Shima 36

Inexpensive But Pleasant Package Tours 38

Cloisonne 43

Best of Japan
as Recommended by Noted Personalities

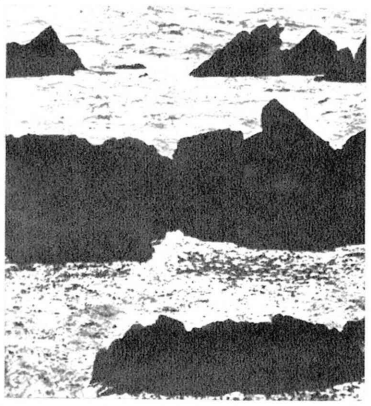
- Wakening of Sakya—*Shigeo Horie* 48
- Tokyo—An Enigma—*Edwin O. Reischauer* 49

Japanese Shipbuilding Industry 52

Guide to Annual Events 62

Timetable of National Railways 63

Layout:
Koji Detake
Photographs:
Yukio Futagawa, Masaharu Azuma
Masaru Mori, Michio Noguchi
and staff photographers



Cover Photo "The Reef"

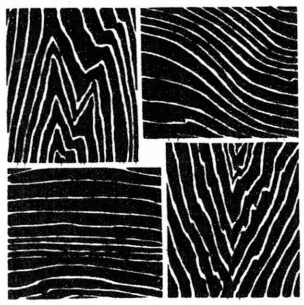
Photographer: Yoichi Midorikawa (1915—) No. 441, Nishiguchi-machi, Kamiishi, Okayama City. Midorikawa is one of Japan's most representative photographers of natural scenes.

He has published 10 photo albums including "The Inland Sea of Seto."

Published by
The Japan Times, Ltd.
President: SHINTARO FUKUSHIMA

HEAD OFFICE: 1, 1-chome, Uchisaiwai-cho, Chiyoda-ku, Tokyo, Japan . . . . . Tel. 591-5311
OSAKA OFFICE: Yodoyabashi Bldg., 34, 1-chome, Nakanoshima, Kita-ku, Osaka . . . . . Tel. 202-3591
YOKOHAMA OFFICE: Kaiyo Kaikan Bldg., 1, 1-chome, Kaigandori, Naka-ku, Yokohama . . . . . Tel. 20-8488

DOMESTIC PRICE
¥180 (postage ¥50) per copy, Subscription Rate:
1 year: ¥720 (postpaid), 2 years: ¥1,440, 3 years: ¥2,160
OVERSEAS PRICE
90 ¢ per copy (postpaid), Subscription Rate: 1 year: $3.50 (including seamail cost), 2 years: $6.50, 3 years: $8.75
* AIRMAIL POSTAGE EXTRA *



Japanese Architecture

Centuries of Blending Exquisite Detail

Photos and Text by Yukio Futagawa

The most conspicuous difference between Japanese and Western architecture doubtless lies, among various other factors, in the construction materials used.

The main material of Japanese architecture is wood, with other materials such as straw, paper and cloth used for finer details.

Until about 100 years ago, only wood was used as material for Japanese houses. Clay tiles were used for roofing buildings in urban areas. Farm houses were, however, primarily straw-thatched.

Aerial view of the Grand Shrines of Ise (Mie Prefecture).

The tatami mats used on floors are made of straw. Paper is used for sliding doors.

Compared with Western architecture, the main materials of which are stone, brick and concrete, Japanese architecture is quite fragile. Consequently it has none of the hardness and heaviness of Western architecture.

The uniqueness of Japanese architecture lies in its delicate beauty, arising from the use of a variety of materials.

Japanese architecture has been fostered by a land with a climate rich in variety.

Japanese architecture in olden times was under the influence of Chinese culture.

During the Asuka Era, beginning in the late 6th century, Chinese construction experts came to this country to orient the people on Buddhist styles of architecture, which subsequently penetrated deep into Japanese culture.

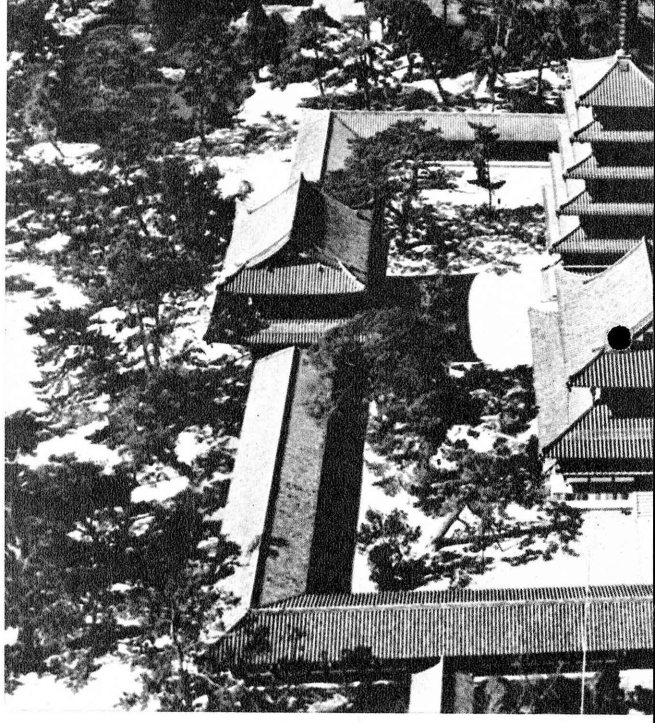
Horyuji Temple in Nara is a typical example of the Buddhist architecture. Yet, it is not simply an imitation of Chinese construction. It stood in complete harmony with the nature of the then Ikaruga-no-sato (suburban Nara) and it still does.

It should be remembered, however, that there is another important factor in Japanese architecture aside from Buddhist styles. The architectural symbol of ancient Japanese culture prior to cultural exchanges with continental China was the Shinto shrine.

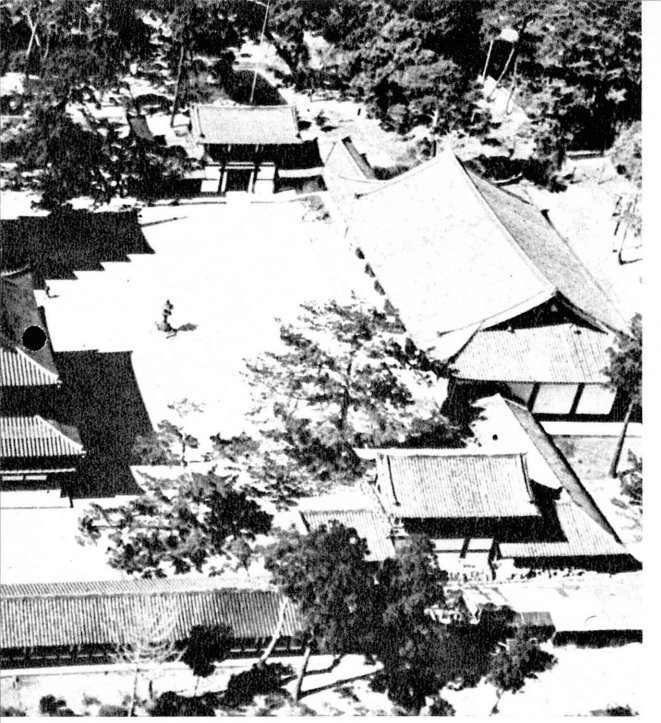
Typical ancient Shinto shrines include the Grand Shrine of Ise and Izumo-Taisha in Shimane Prefecture.

Though Buddhist architectural styles influenced Japanese culture for many centuries, ancient Shinto culture should not be ignored in the history of Japanese architecture.

It became an enigma when the Shinto styles of architecture, whose features include a kiri-



The Izumo Shrine (Shimane Prefecture)



zuma (gabled roof) and a high floor, came into being.

Shinto shrines, are extremely simple in style and are made of unpainted wood. They are composed of straight lines in appearance which add to the beauty of its simplicity.

Shinto architecture with its kirizuma and high floors is presumed to have originated in the southern part of the globe where it rains heavily and the humidity is high. The roof design of Buddhist architecture is either yosemune (hipped roof) or irimoya (hipped roof with gables).

The katsuogi (round straight bars placed crosswise in rows on the roof ridge) of the Shinto shrine are large for the size of the construction and add dignity.

The roof bars were probably symbolic of a rich family. It is interesting to note that even in modern times a family of wealth has gorgeous roof decorations on its house.

Horyuji Temple from the air (constructed in the 7th Century, Nara Prefecture).

The simple beauty of the plain wooden Shinto structures temporarily disappeared as Buddhist styles exerted a strong influence on Japanese architecture after the 6th century. Chinese culture fascinated the Japanese so completely that the country soon was full of Buddhist structures.

Toward the end of the 8th century, however, Japan succeeded in developing its own culture as separate from the Chinese one. This happened when the nation's capital was moved from Nara to Kyoto.

Like in any other era, this culture was closely related to the social and economic conditions of the country.

The nobility at that time, with an increasing income from manors, began to build mansions. Until then, efforts had been concentrated on the construction of temples where images of Buddha were placed.

Very few such mansions built in the Nara

Shosoin Treasure House (constructed in the 8th Century, Nara Prefecture).

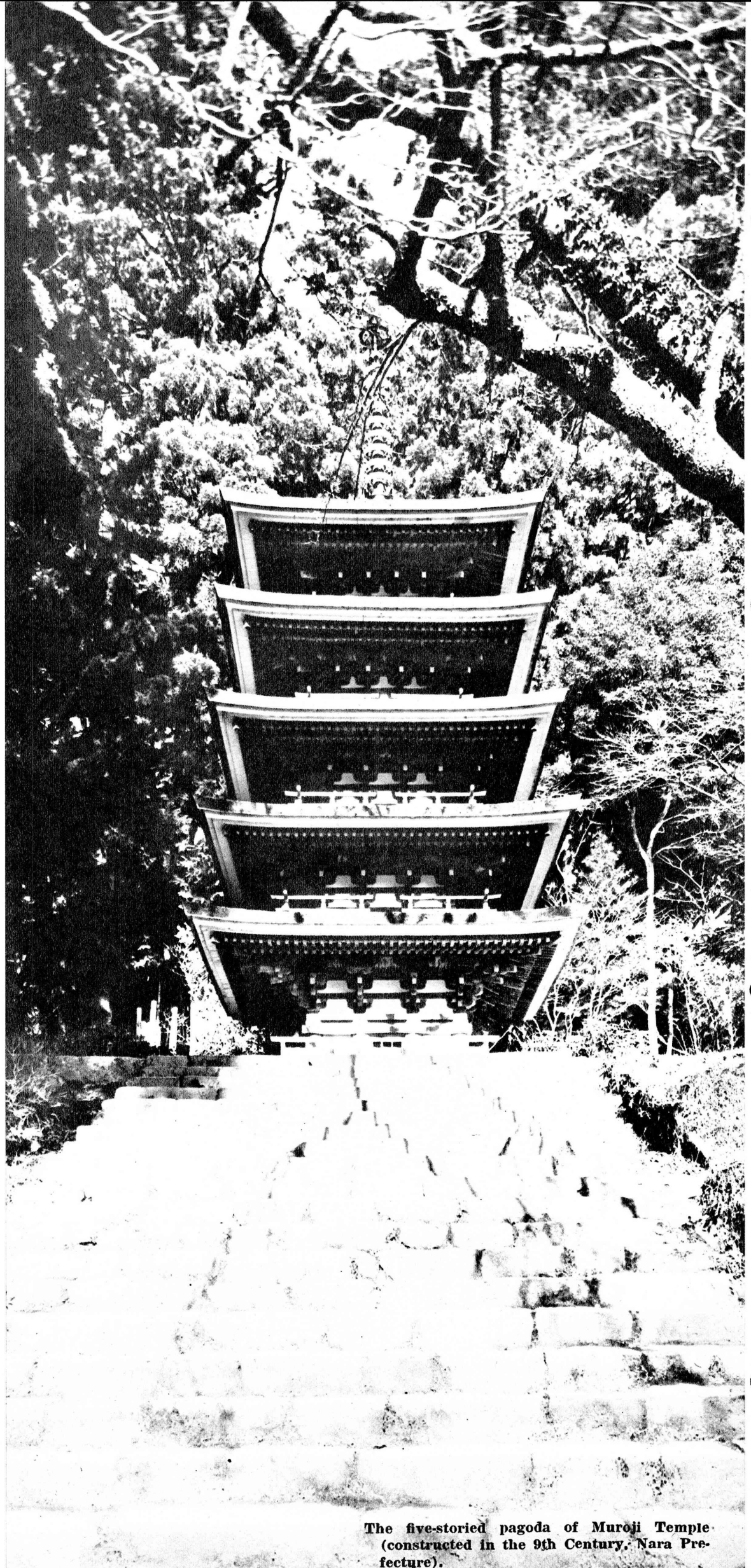
Mitsukoshi—Where Old Japan
Joins
Modern Shopping Ease

MITSUKOSHI
LEADING DEPARTMENT STORE IN THE ORIENT

Telephone / TOKYO 270-3111, 241-3311
MAIN STORE/1-7, MUROMACHI, NIHONBASHI, CHUO-KU, TOKYO

THE "TENNYO" STATUE
〈THE GODDESS OF SINCERITY〉

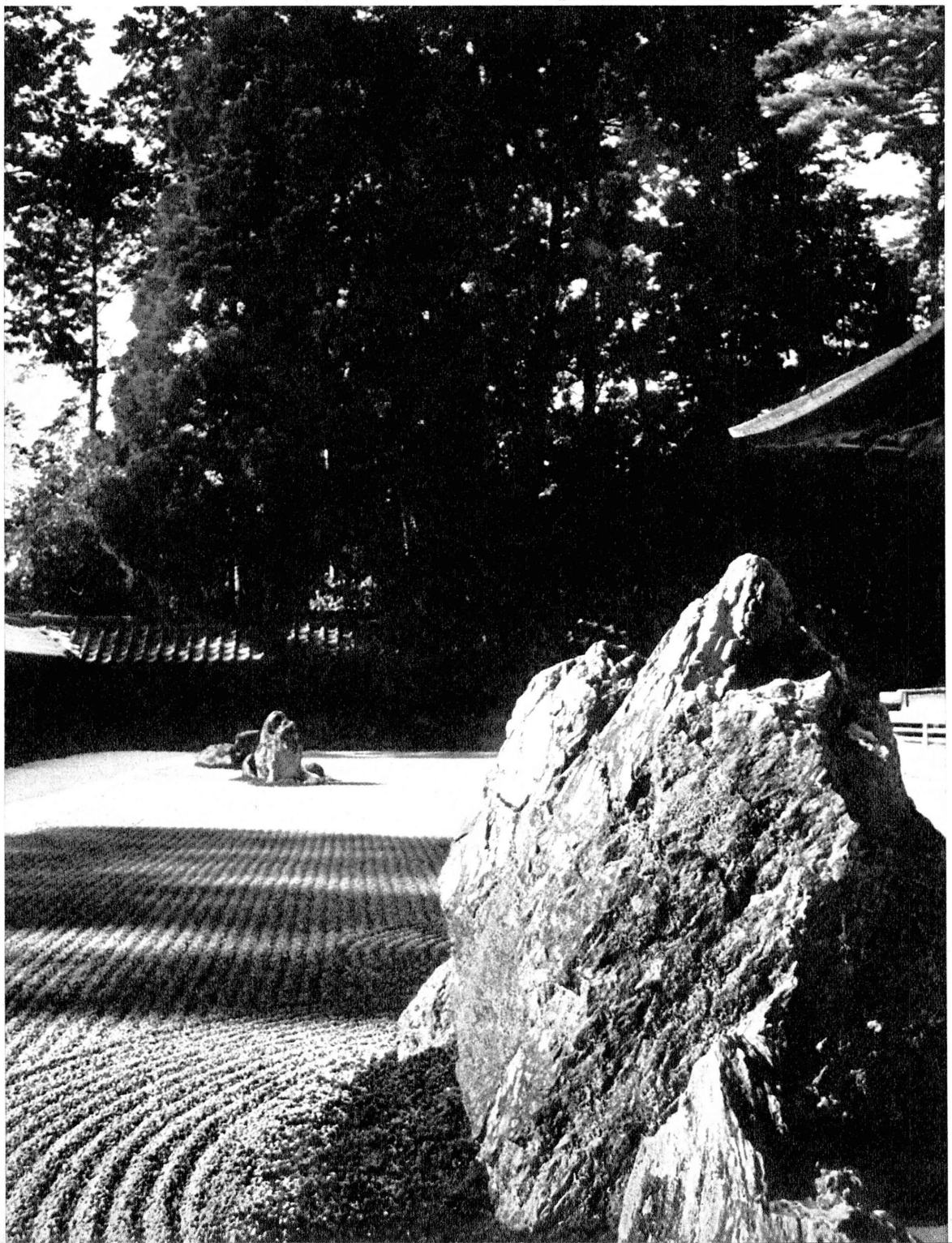
by Gengen Sato
A modern masterpiece of carving executed in traditional style
CENTRAL HALL / NIHONBASHI MAIN STORE



The five-storied pagoda of Muroji Temple (constructed in the 9th Century, Nara Prefecture).

Kyoto Imperial Palace (Kyoto City)

Rock garden at Ryoanji Temple (Kyoto City)



Your Homebase in the Orient

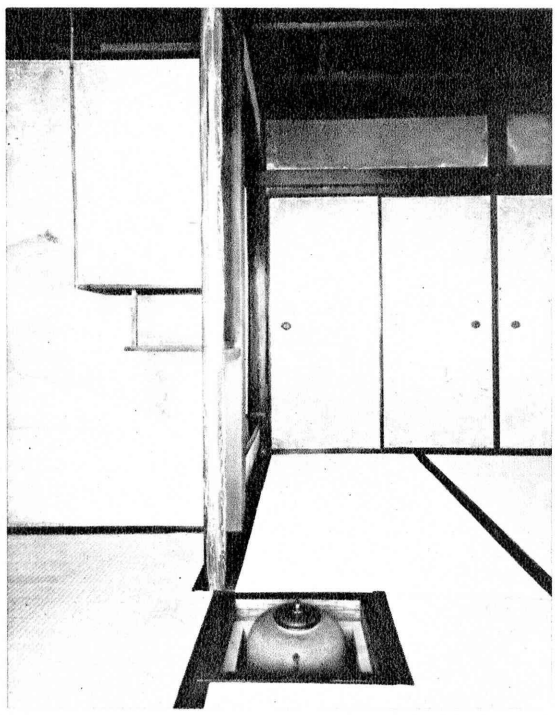
Hotel Okura elegantly symbolizes centuries of Japanese culture, enhanced by the modern inventiveness of the west. With Mt. Fuji as a background, The Okura is advantageously located in the heart of Tokyo, opposite the United States Embassy. Impeccably styled, air-conditioned guest accommodations include radio and television, of course. Cuisine is international, and lavishly served in a choice of atmospheric restaurants. Unusual luxuries include a Japanese Spa, Turkish Bath, Tatami Rooms facing a Japanese garden. Room Rate: Twin from $12.30

THE OKURA OFFERS:

* **550 luxurious air-conditioned guest rooms with private bath.**
* **1,500 seating capacity Banquet Hall with International Conference facilities.**
* **30 Banquet and Meeting Rooms.**
* **500-car Garage.**
* **6 exquisite restaurants, each with a superb International cuisine.**
* **Starlight Lounge.** * **Men's Bar.**
* **Admirable headquarters for businessmen.**
* **Magnificent Swimming Pool.**

Hotel Okura

The Distinguished Hotel of Tokyo
Iwajiro Noda, President & General Manager
ADDRESS: 3 Aoi-cho, Akasaka, Minato-ku, Tokyo, Japan
CABLE ADDRESS: HOTELOKURA TOKYO



and early Heian eras remain today. Some of the Shinden-zukuri style mansions built later than the 11th century, however, still remain intact.

The Byodoin Temple in Uji and the Shishinden and Seiryoden halls at the Old Imperial Palace in Tokyo are typical examples of the Shinden-zukuri style.

The Shinden-zukuri style is an adaptation of a style of palace building popular during the Tang Dynasty of China. A Japanese style was evolved, however, in this style.

The space arrangement at the Shishinden Hall, which is made up of plain wood and white walls, is obviously an expression of the inner feeling of the Japanese. A delicate sense of beauty peculiar to the Japanese is manifest in the outside patterns.

In the 12th century, the Todaiji and Kofukuji temples in Nara, which had boasted centuries of tradition, were reduced to ashes during a civil war.

This was an important incident in Japanese architectural history. With the civil war as a turning point, the Japanese departed from the ancient culture which had been under Asian continental influence.

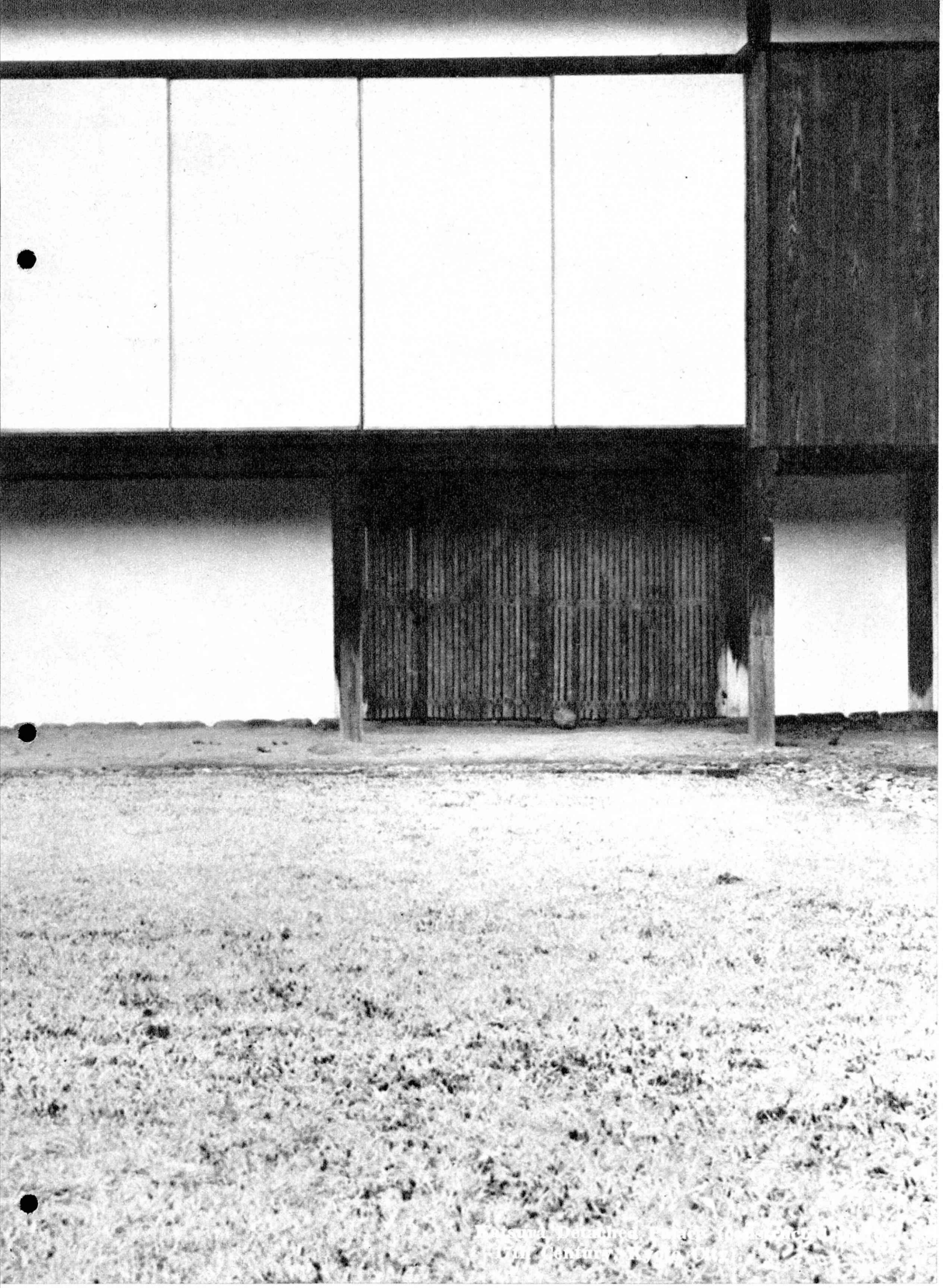
With the sudden rise of the samurai (military) class and the weakening of the nobility, the Shoin-zukuri style came to dominate architecture instead of the Shinden-zukuri style. which had been favored by the peerage.

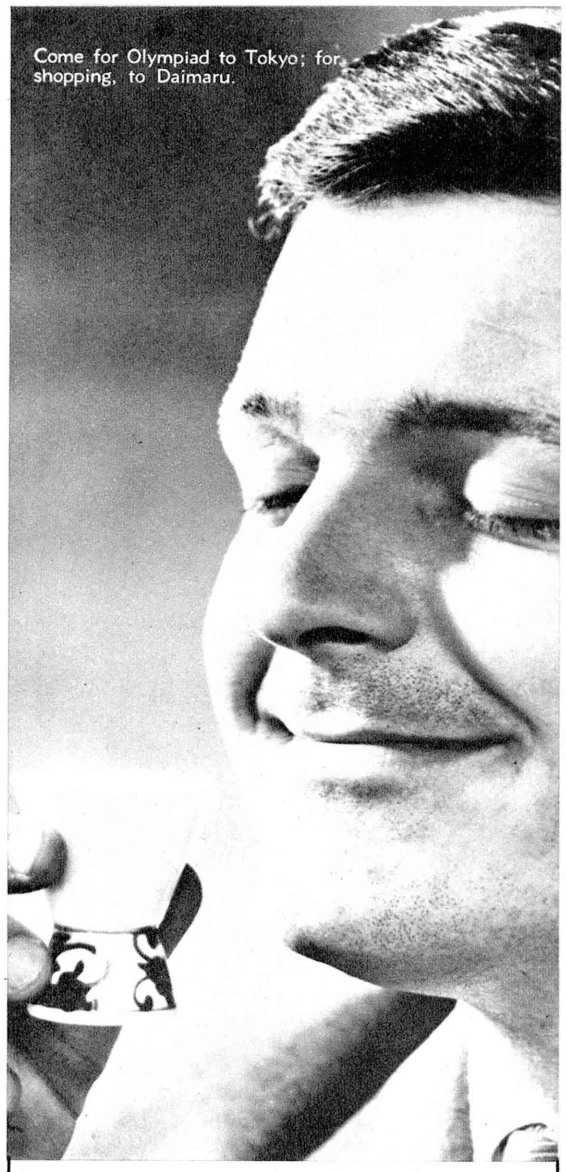
The architectural styles of China's Sung Dynasty were introduced to Japan with Zen Buddhism. The styles, unlike previous ones, favored delicacy and modernism.

The military rule and Zen Buddhism had close relations, producing simple and severe feeling in space arrangement. The military class liked large gardens in complete har-

Hut in Daitokuji Temple (constructed in the 17th Century, Kyoto City).

Yoshimura residence house (constructed in the 17th Century, Osaka Prefecture).





Try Japanese Ways!
Adapt Them To Your Own!

A "Sake"-cup, for instance, as a wine glass. Japan's traditional beauty is not only to delight your eyes. Many things Japanese will give you a growing pleasure through your daily use of them.

Daimaru, born in the 1000 year old city of Kyoto, has great confidence in supplying traditional quality goods in a wide variety.

As a modern department store chain with a history of 250 years, Daimaru has a network of stores in the four biggest metropolises in Japan besides the other smaller cities and Hong Kong.

Want some Japanese souvenirs? "DAIMARU" Gift Collection counter will satisfy you.

English speaking "Store Guides" will save you from Language Barrier.

OSAKA • TOKYO • KYOTO • KOBE • HONG KONG

Daimaru
DEPARTMENT STORES

mony with houses.

Kinkakuji and Ginkakuji temples, both built during this period of military rule, have spacious gardens.

Space for living is found in these temples, while pillars took up most of the space in the old-fashioned temples.

Between the 15th and 16th centuries, Japan was thrown into turmoil with civil wars flaring up everywhere. All Japanese were faced with uncertainty from the late Muromachi to Momoyama periods in nationwide confusion unprecedented in history, as previous civil wars had centered around Nara and Kyoto.

In any age, whether in the East or West, the energy of war destroys all forms of culture. Man revives new culture from among the debris, however, with renewed energy.

It is no exaggeration to say that the artists active from the medieval to modern ages laid the groundwork for contemporary Japanese culture. Arts created during this period continue to deeply impress the world.

The artists of those ages include Seami and Soami of Noh drama; Rikyu Sen and Enshu Kobori of tea ceremony, and Eitoku Kano, Sotatsu Tawaraya and Korin Ogata in painting. Their powerful energy burst forth during war time.

Artistic movements during the 15th and 16th centuries completed the world of wabi (quiet taste) and sabi (elegant simplicity), though admittedly it was partly under the influence of Zen Buddhism.

This highly unique form of art grew out of the subjects of life and death. What the artists felt themselves during the strife-torn ages was sublimated into the fine arts.

With the 16th century as a turning point, the castle came to the fore in Japanese architectural history. It was built for the primary purpose of observation.

Though there were large structures in previous eras, including five-storied pagodas, they had not been for living in or observation.

What is important is that Buddhist architecture, which had continued for no less than 10 centuries, faded away. Construction of castles and mansions came to the fore instead.

The esthetic tastes of wabi and sabi were added to the Sukiya-style structures, whose typical examples include the Katsura Detached Palace in Kyoto and the teahouses built by Rikyu Sen and Enshu Kobori.

The open corridor of Kojoin Temple forms a typically Japanese space, connecting the outside and inside of a building. That kind of space continues to exist in Japanese architecture in modern times.

In the early 17th century, the Tokugawa Shogunate Government was established.

In the following 300 years of peace, little creative art was born.

However, the merchant and farmer led artistic movements, while in previous ages

Bird's-eye view of Central Tokyo

YOMIURI

The Priceless Extra of Experience

THINK FOR A MOMENT of the many choices we make in life which are determined by our confidence in somebody's experience.

Choices in important things, like selecting a doctor, a lawyer, or an investment counselor. In less important things, like having something repaired. In even minor, everyday, personal problems.

So deeply ingrained is this basis for choice in all our actions, it comes as no surprise when so many experienced travelers say that this is why, when they fly overseas, they put their trust in Pan American.

For Pan American *is* "The World's Most Experienced Airline"—in years of flying over the seven seas—in every type of transport plane—in fine mechanics who maintain these planes—in pilots and engineers who fly and navigate them—in services to care for you before you embark, while on your flight, and when you land. All under the high discipline of U.S. flight standards.

A Pan American traveler is a *confident* traveler, reposing his trust in these years of experience in getting you from here to there—comfortably, dependably, serenely.

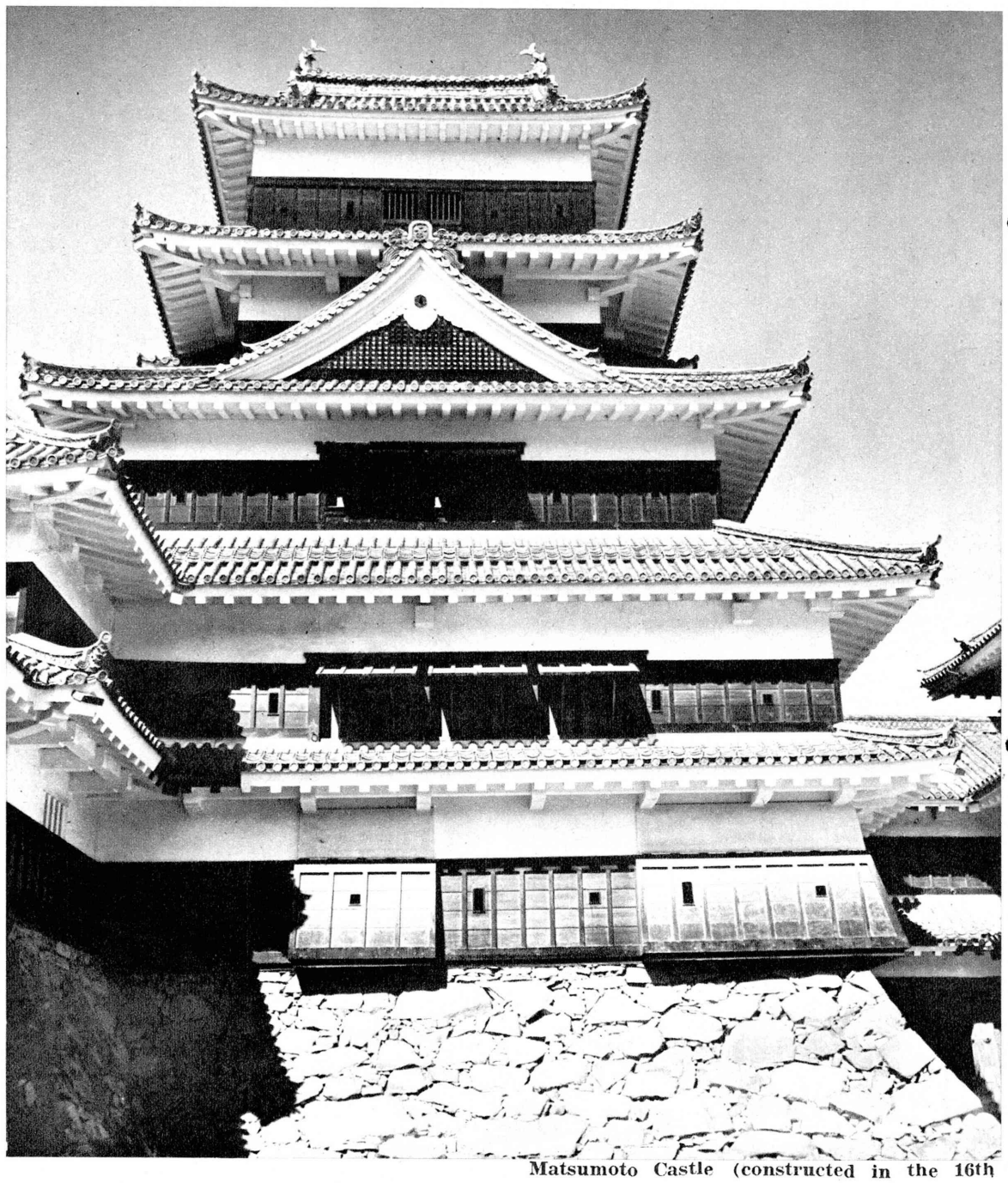
It's a great experience to fly with experience on Pan American.

Phone TOKYO: 211-2441, OSAKA: 202-6048/9, NAGOYA: 57-6006

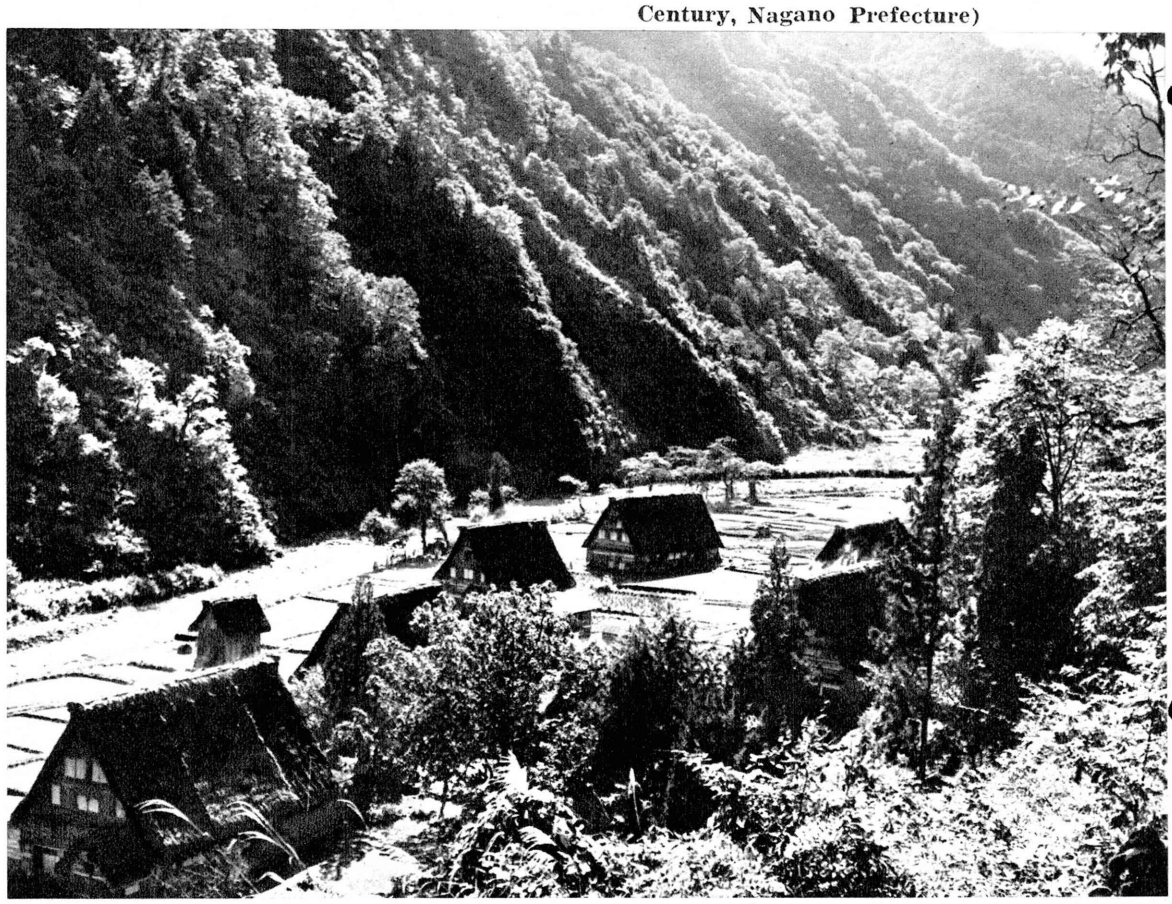
PAN AM

Enjoy the Priceless Extra of Experience on the World's Most Experienced Airline

FIRST ON THE ATLANTIC
FIRST IN LATIN AMERICA
FIRST ON THE PACIFIC
FIRST 'ROUND THE WORLD



Matsumoto Castle (constructed in the 16th Century, Nagano Prefecture)



Shirakawa Village (a mountain village in Gifu Prefecture).

SHE KNOWS ABOUT SHISEIDO COSMETICS

This "Beauty from the Orient" owes her satin-smooth complexion and alluring charm to the skillful blending of oils, herbs and secret beauty ingredients which has made Shiseido famous. Throughout Japan, Hawaii and Southeast Asia Shiseido's unsurpassed quality has established it as the fifth largest cosmetics company in the world. Shiseido offers 400 different types ranging from foundation cosmetics to all types of skin-care items.

Remember..... Shiseido for youth and beauty.

SHISEIDO
GINZA TOKYO

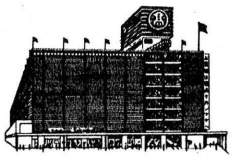
Major Department Store In The Orient

- *American Express and Diners' Club Credit Cards Honored*
- *Member of Intercontinental Group of Department Stores*

TOKYO

OSAKA

KYOTO



YOKOHAMA

NEW YORK

Takashimaya

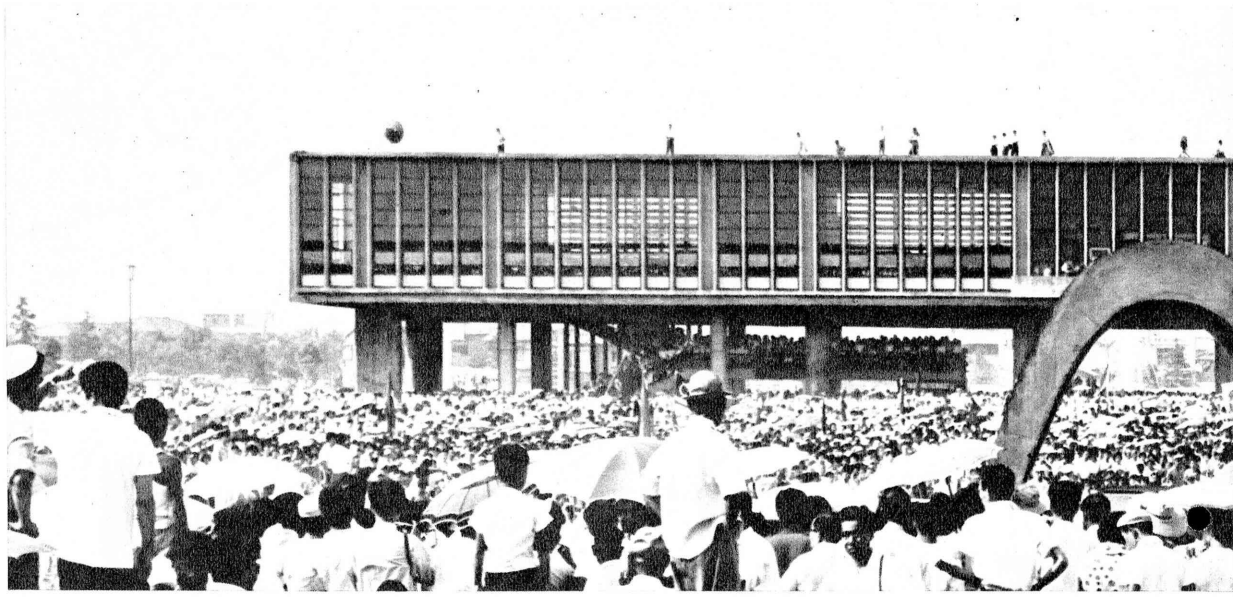
the military class had dominated the fine arts.

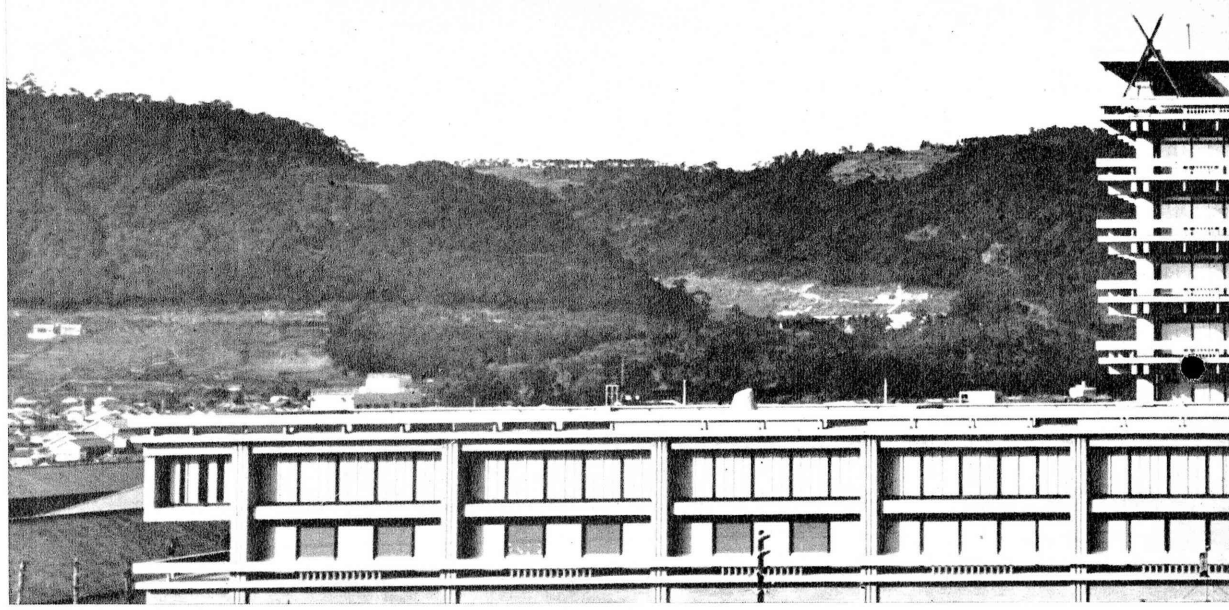
This is indicative of the fact that business prosperity was supported by what was then considered the lower class.

The architectural styles of private homes in those times were full of vigor and strength.

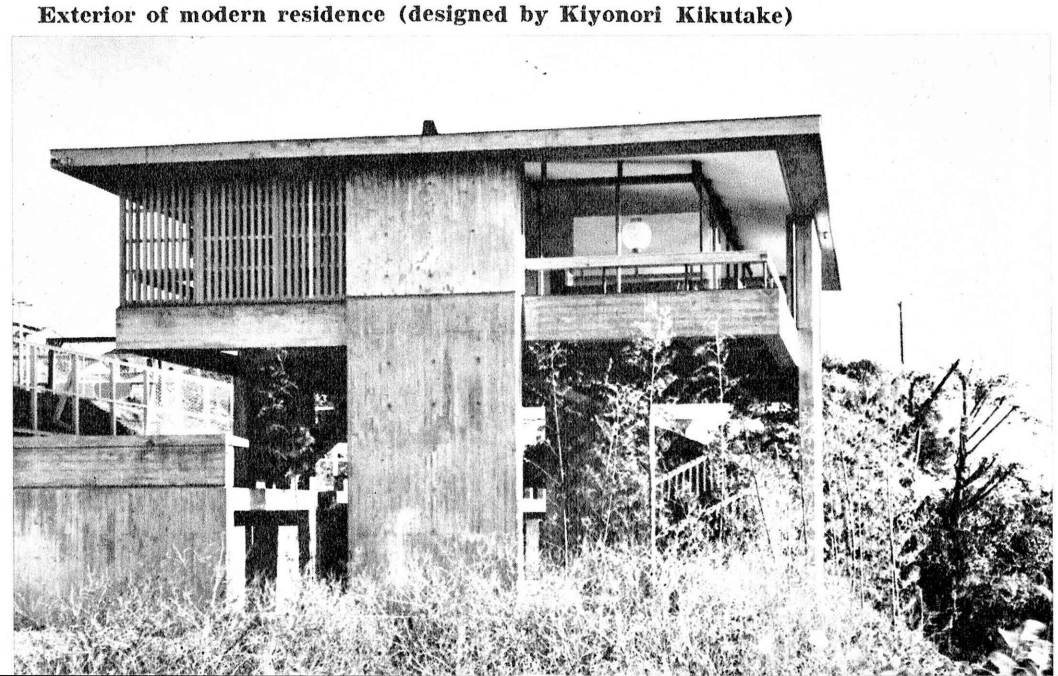
As the merchant created a unique culture of his own, beautiful styles of houses, both in cities and farming areas, made their advent.

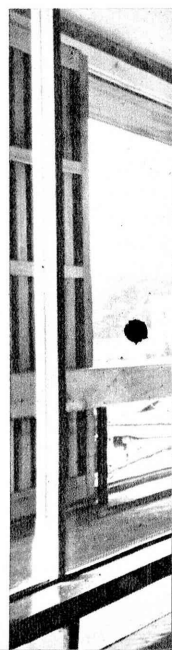
An outstanding characteristic of the architectural styles of private houses lies in mag-





Exterior of modern residence (designed by Kiyonori Kikutake)





nificence that forms a contrast with the surrounding natural scenery.

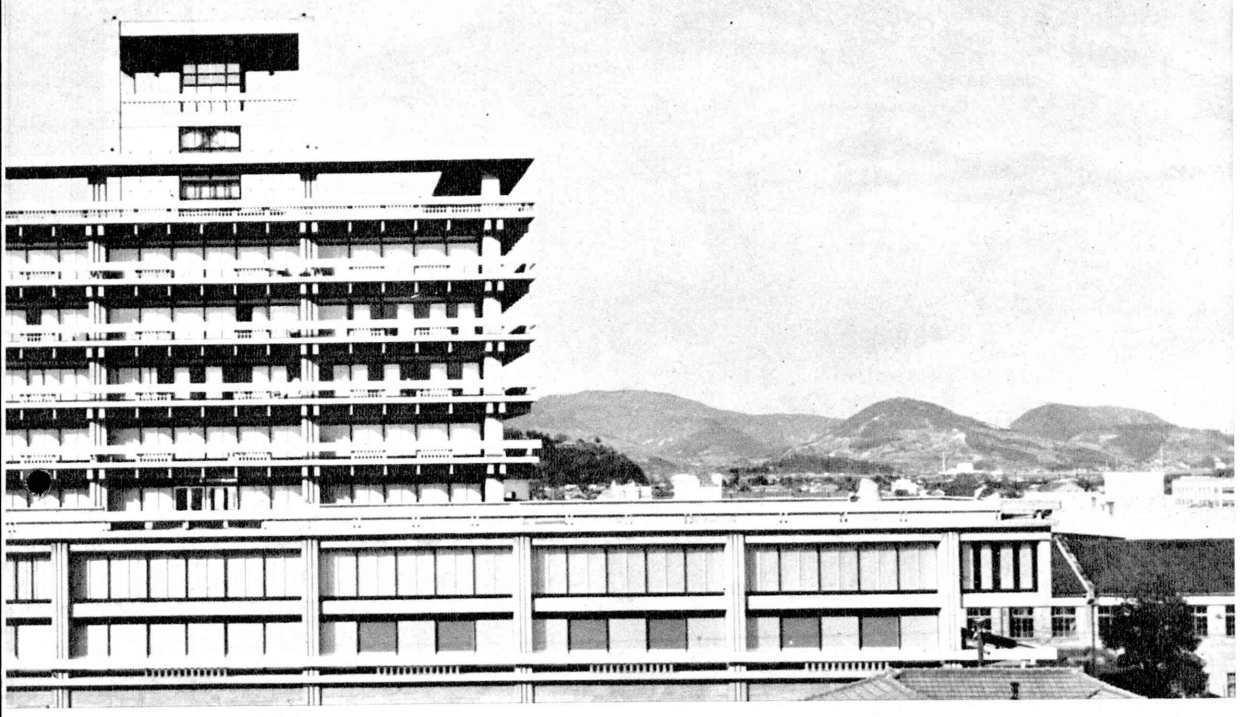
Three centuries of isolation from foreign countries came to an end in the 19th century.

Western culture was introduced into this country, just as the continental Chinese culture came in the 6th century and influenced various phases of civilization.

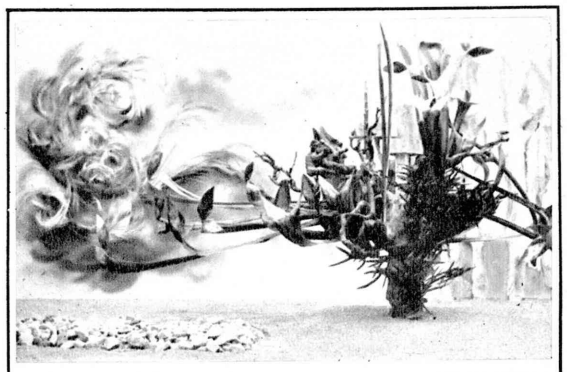
The use of stone and brick added a new touch to modern architecture, and glass and concrete added to the complexity of urban structures.

Hiroshima Peace Memorial Hall (designed by Kenzo Tange)

Kagawa Municipal Government Building (also Tange's work)



Interior of modern residence



BEST OF IKEBANA

THE ART OF JAPANESE FLOWER ARRANGEMENT

IKENOBO

GAKUEN UNIVERSITY

For further details please contact the following:

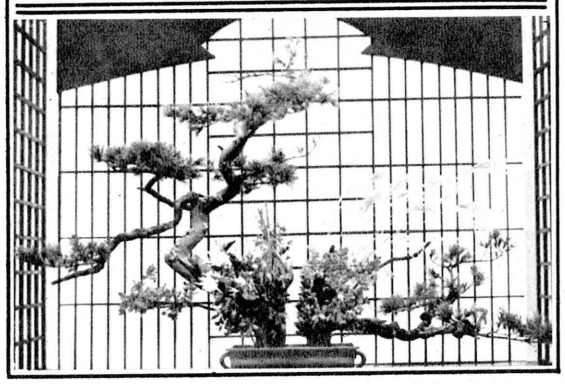
Nishiiru, Muromachi, Shijo-dori
Shimokyo-ku, Kyoto
Tel: Kyoto (35) 8581-5

3, 2-chome, Surugadai, Kanda,
Chiyoda-ku, Tokyo
Tel: Tokyo (291) 3071-4

* Ikenobo ikebana includes all of the typical styles of Japanese flower arrangement: Rikka, Shoka, Nageire and Moribana.
* For the benefit of foreign tourists, instructors are available at $2.00 for a 2-hour lesson which includes the cost for the flowers.
* Lessons will be given in accordance with the textbook in English.
* For foreigners interested in taking lessons on a long-term basis, a special class is open at our Tokyo school.
* Certificates will be awarded in accordance with the proficiency in the art of the individual.

JAPANESE FLOWER ARRANGEMENT DISPLAY AT NEW YORK WORLD'S FAIR

A permanent display of Japanese flower arrangement by Ikenobo will be one of the attractions at the New York World's Fair to take place from April 17, 1964 to Oct. 17, 1965. The themes will be "Dynastic Culture of Japan and Flower Arrangement," the "Zen Culture and Ikebana," with heavy emphasis placed on the spiritual and intrinsic nature of Japanese flower arrangement. The flower arrangement style to be displayed is shown in the photograph below.



Collective apartment houses in Akabane, Tokyo.

The new architectural styles were, however, no more than an imitation of Western culture. The situation was similar to that of the Asuka and Nara eras, when Chinese culture was introduced.

Although a few good structures had been built in early days, it was not until after World War II that modern Japanese architecture came to be evaluated internationally.

Problems peculiar to cities were thrown into the spotlight with the progress of modern architecture.

Japan's first city was Nara, when the capital was moved there in the 8th century

The city poses various problems in modern times.

Urban architecture is closely related to the function of a city.

Just as the original forms of art grew out of the civil wars during the 15th and 16th centuries, modern architecture with a Japanese touch has been created out of the debris of World War II.

Kenzo Tange has led the artistic movement in postwar architecture.

Tange's followers will no doubt continue to create the unique designs based on traditional Japanese architectural design ideas.

HOTEL QUEEN

DISTINGUISHED JAPANESE WOMEN (3)

MRS. HISAKO SHIOTANI

Hotel business in Japan is now in the spotlight with the Tokyo Olympic Games in the offing and a booming so-called "leisure era" enveloping the nation.

Hotels are mushrooming up in Tokyo and other major cities and scenic spots in the country.

Introduced here in this issue is Mrs. Hisako Shiotani, the "Hotel Queen of Japan," who owns the largest hotel in the famous hot spring resort town of Atami and who is also in the midst of constructing another gigantic new hotel.

1 Hour From Tokyo

Atami nestles snugly on a small bay facing the Pacific Ocean. One can reach this famous resort in only a little over an hour by train from Tokyo.

There are approximately 350 Japanese-styled inns and hotels in Atami where an average of 11 million persons stay every year.

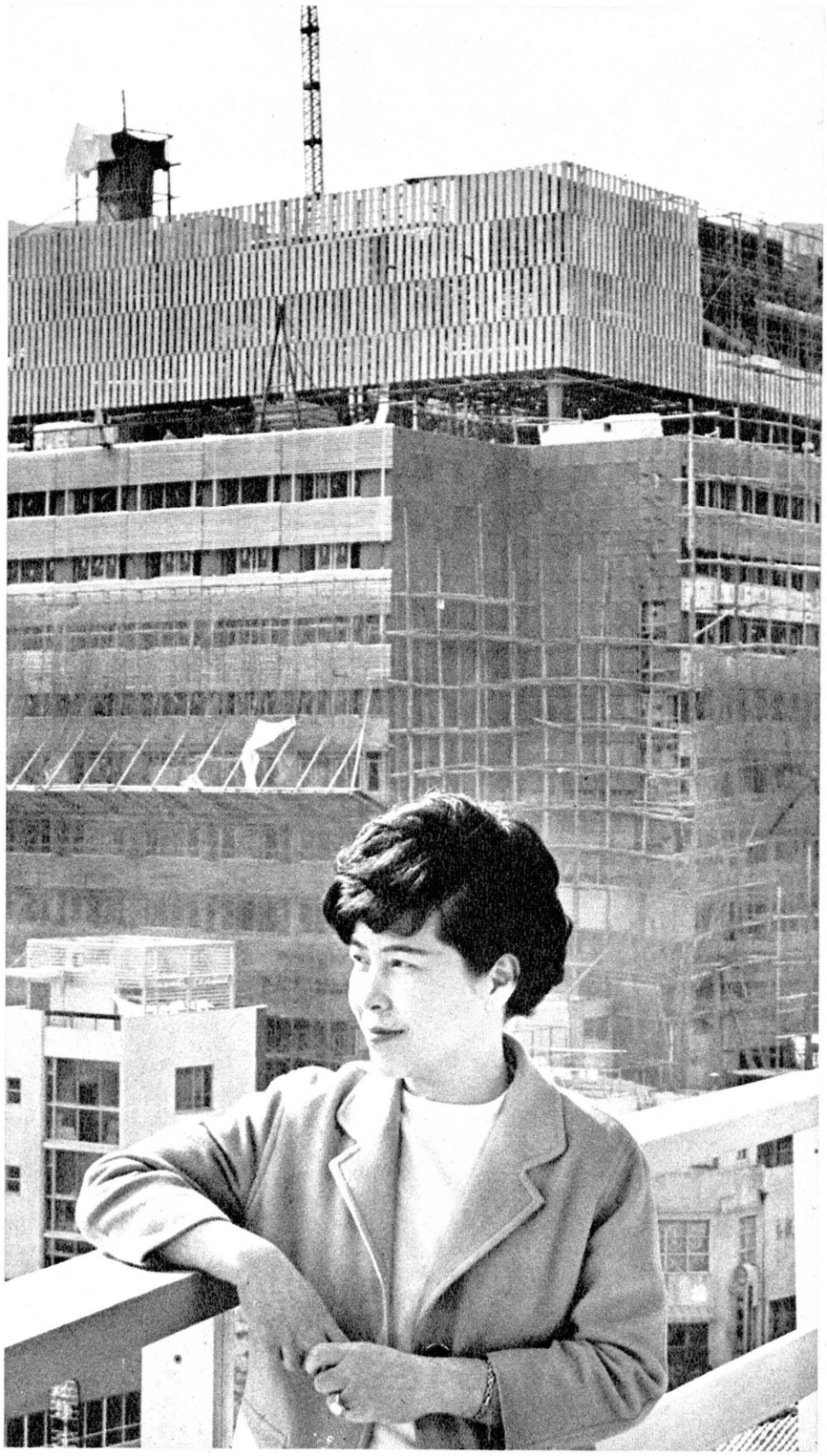
Mrs. Shiotani is the proprietress of Atami's biggest hotel, the Atami Fujiya Hotel, which stands eight stories high covering a floor space of 17,500 square meters with accommodations for 800.

Another Hotel Set

Mrs. Shiotani is currently constructing a larger hotel adjacent to the one she now owns. When completed at the cost of ¥4,200 million, the New Fujiya Hotel will be a 10-story structure with three basement floors covering a total of 33,000 square meters in floor space with a capacity of accommodating 1,000 guests.

The New Fujiya Hotel is scheduled to be opened in May and will become the first international-scaled hotel in the Atami.

"Hotel Queen" Mrs. Shiotani poses in front of the New Fujiya Hotel under construction; she waits for the day the hotel will be completed and open for service (lower right). Mrs. Shiotani hears a progress report from workers at the hotel construction site.



Every morning Mrs. Shiotani gathers her managerial staff to discuss the day's work.

She doesn't forget to publicize her venture. Here she is shown with Mr. Ichikawa, the mayor of Atami.

Mrs. Shiotani makes an inspection of the kitchen to see that her cooks prepare excellent meals for the hotel guests.

Father Owned Hotel

"Hotel Queen" Hisako Shiotani was born in 1918, the daughter of an Ueno (Tokyo) hotel proprietor.

When she became 18 years old, she entered the Tokyo YMCA Hotel School and began learning the rudiments of the art of hostelry. After graduation, she took over the management of a hotel her aunt had been operating in Atami to launch her career in the hotel business.

After World War II, she plunged into the hotel business in earnest because by then she had considered that this was her lifetime job.

She went at it entirely alone from scratch. She had to buy the land on which she was to build the hotel, gather necessary funds and even had to design the hotel.

It was in 1950 that she finally managed to construct the Atami Fujiya Hotel.

Own Original Idea

In managing this hotel, Mrs. Shiotani applied her own original idea of making the hotel a sort of Japanese inn with facilities of a Western-style hotel. She mixed all the good points of both types of hotels and merged them into the Fujiya. She calls her hotel a "Ryotel." The word "ryo" is taken from the Japanese characters "Ryokan" while the "tel" comes from "hotel."

Mrs. Shiotani says she wants to retain the practical aspects of a Western-styled hotel where one can enter the room with shoes on and just lock the door for complete privacy. On the other hand, she said that this was not enough to attract guests, so she added the traditional hospitality and service witnessed in Japanese inns.

This idea of transforming the hotel into a "Ryotel" was a complete success and business soared. After numerous expansions, the Fujiya Hotel became the largest hotel in Atami.

Further Growth Seen

"Everyone in Japan knows the name of

Mrs. Shiotani chats with her mother who is the board chairman of the hotel.

New ideas sometime pop up in Mrs. Shiotani's mind as she meditates in the president's room until late at night.

Atami," Mrs. Shiotani says. "However, the town is not well-known to foreigners. Although the number of foreign visitors to Japan is increasing every year, only a few of them ever visit Atami. One of my dreams is to make Atami an international tourist attraction and have more foreign visitors come to the city. The New Fujiya Hotel which I am constructing now, is one of the projects to realize this dream."

In March this year, Mrs. Shiotani went to the United States to publicize Atami. She visited Miami, Florida, during her trip and presented the mayor of Miami with a message from the mayor of Atami proposing the conclusion of a sister-city relationship.

Mrs. Shiotani divides her daily schedule into 30-minute periods. She says she's so busy that she has no time for leisurely pursuits.

"But I find happiness in doing things by sacrificing my pleasures," she says.

She says she does not think she is a woman when she is immersed in work.

But as far as outward appearance is concerned, Mrs. Shiotani is not the aggressive type of female who competes on equal footing with her opposite sex. She radiates warmth and has a serene air around her which is typical of a high-class Japanese woman.

The Blooming State of Japan's Economy!

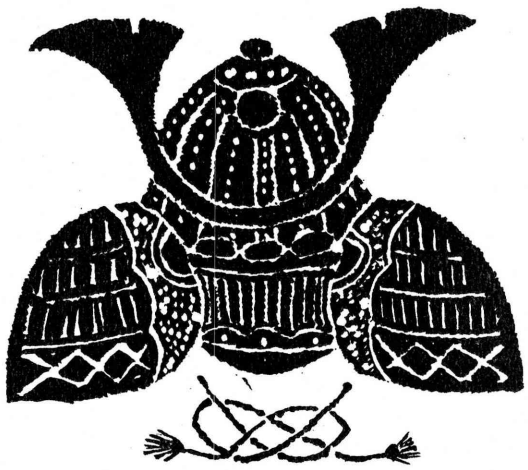
Japan's economic condition is now in full bloom. And behind this, is the Sanwa Bank, rendering its reliable banking services and facilities, whenever and wherever needed. The challenges of tomorrow, will require firm and well determined decisions. And you'll find the Sanwa Bank then, just as now, advising, assisting and contributing towards a continuous full bloom.

THE SANWA BANK LTD.

HEAD OFFICE: OSAKA
JAPAN: 190 BRANCHES

OVERSEAS: LONDON, NEW YORK, SAN FRANCISCO, HONG KONG, TAIPEI . . .

Traditional Hospitality is Yours.....



When you stay at the Palace--located right in the heart of downtown Tokyo----*You* have practically at your fingertips both the modern business and shopping centers of Japan, and the historically traditional ..... ***when you stay at the Palace*** ..... you will find traditional hospitality everywhere .....

TARIFF

Single Bed Rooms	$ 7.00 – $ 9.50
Double Bed Rooms	$ 9.50, $ 11.50
Twin Bed Rooms	$ 10.50 – $ 15.00
Special Twin Bed Rooms	$ 16.50 – $ 25.00
De Luxe Suite	$ 69.50, $ 111.00

PALACE

Palace Hotel

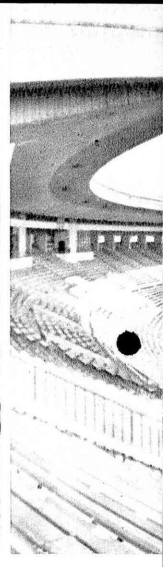
Tokyo Japan

Mailing Address: Marunouchi, Tokyo
Cable Address: PALACEHOTEL TOKYO
MORIYE TACHIBANA
Managing Director & General Manager

PREPARATIONS FOR ASIA'S FIRST OLYMPIAD

By Shigeru Yosano

Secretary General of the Tokyo Olympic Organizing Committee



I have often been asked in the past by foreigners and Japanese alike, whether the Tokyo Olympic Games will really be held successfully this autumn.

This type of question, fortunately, has diminished considerably recently as preparations for the Games are proceeding smoothly.

But there were some people who have sarcastically predicted and even definitely stated that the Tokyo Olympic Games would never be a success.

However, the majority of the people who voiced their apprehensions to me were people genuinely concerned with the success of the Games. I am exceedingly grateful to such persons because I know that they sincerely hope for the success of the Games.

I would like to assure all that preparations for the Tokyo Olympic Games are progressing smoothly and on schedule.

Of course, I must admit that preparations have not yet been fully completed, so that we can rest until the Games begin. However, if preparations continue at the current pace, there is absolutely no doubt that we will be able to hold a completely successful Olympiad this year in Tokyo, which perhaps may turn out to be the best ever held.

Most of the fears expressed by people have been those concerning traffic and transportation problems. But all current road construction and repair programs are scheduled to be completed by the end of August, far ahead of the Olympic Games which are scheduled to begin Oct. 10.

Of course, the completion of new highways alone does not mean that the traffic congestion will be eliminated or eased. In parallel with these new roads, various measures will be taken to regulate traffic more efficiently.

The super-expressway connecting Tokyo International Airport with downtown Tokyo will probably become one of Tokyo's well-known landmarks inasmuch as it courses through numerous scenic areas of the city. I believe the incoming tourists' view of Tokyo will be somewhat better with the completion of the expressway.

The various venues of Olympic events have all been decided. The gymnasium in Yoyogi, which houses the indoor pool, is equipped with the most modern facilities, and because of its unique design, construction work seems to have encountered some difficulty. But thanks to the efforts of the authorities concerned, work is progressing without any problems.

The Budo Hall, where the judo matches and exhibitions of Japanese-style fencing will be held, has been completed in a very short period of time.

The velodrome at Hachioji, where the cycling races are scheduled to be held, is also being completed at considerable speed and will be ready in time for the Games, thanks again to the efforts extended by the authorities concerned.

Aside from the 20 Olympic events to be held, demonstrations of Japanese judo, archery and fencing as well as baseball exhibition games will be held during the duration of the Tokyo Olympic Games at approximately 30 different sites.

Practice and training grounds and residence halls for the Olympic athletes, both foreign and Japanese, totaling some 80 sites have already been decided upon and preparations are now going forward to complete them.

Some dissatisfaction was voiced by foreign athletes who competed in the Tokyo International Sports Week last year concerning inadequate facilities at the main stadium.

Construction and repair work was being carried out at numerous roads. There was particular criticism about the practice and training grounds and living areas because they were located far from the main places where the events were held, entailing long hours for the athletes to get to and from the practice grounds and the main stadiums from residence halls for their respective events.

This time, however, it is certain that no such inconvenience will result because the authorities concerned are going all out to complete conveniently situated practice and training grounds and residence halls before the Olympic Games are opened.

The Komazawa Sports Center, where the volleyball, wrestling, boxing and soccer events will be held during the Olympic Games, is equipped with all modern facilities, and because of the large space still available, it will no doubt become a comprehensive sports center for the people of Tokyo after the Games are over.

The Yacht Center at Enoshima and other new facilities which are also equipped with the most modern facilities, will also be fully utilized by the Japanese people after the Olympic Games.

Budo Hall, where the judo events will be held during the Olympics, will become the center of Japanese fencing, archery and judo after the Games.

Work on the construction of the Olympic Village has only just been started, but there is every assurance that the Village will be equipped with the best facilities and will capably accommodate the thousands of young athletes competing in the Tokyo Olympic Games.

The most skillful cooks in Japan will prepare meals that will meet the tastes of athletes from every country in the world. A 400-meter practice track will be constructed in the Olympic Village to provide a place for the track and field athletes to train and warm up before they participate in their respective events.

One of the most important problems during the Tokyo Olympic Games will no doubt be that concerning language difficulties.

The Tokyo Olympic Organizing Committee is making efforts toward the securing and training of translators and interpreters for

the Games. The interpreters will be allocated to each respective event, to the Olympic Village and to the foreign press.

The TOOC will not be able to provide sufficient interpreters for foreign spectators during the Olympic Games, but this matter is being tackled by the various tourist agencies, the Tokyo Metropolitan Government and the various hotels which will try to provide interpreters for foreigners in order to make their stay in Tokyo more pleasant.

The major problems concerning the holding of the Tokyo Olympic Games have already been solved. From now until the opening of the Games, the TOOC will be working on all small details in order to make the Games a complete success, since even one small mistake or error might mar the Games and all the efforts extended by the TOOC and other authorities concerned might be brought to nought.

Apprehensions concerning whether the Olympic Games can be held successfully in Tokyo this autumn no longer poses any problem. These fears are unfounded. Not only the authorities concerned with the holding of the Games, but also the entire Japanese population are intent upon making the Tokyo Olympic Games the best ever.

Baron Pierre de Coubertin, the father of the modern Olympics, has said that the significance of the Olympic Games is not in winning but in participating. The Baron's statement has often been quoted, and we are in perfect agreement with his words.

However, it is only human to rejoice when an athlete from one's own country makes a good showing in the Olympic Games.

There are some who fear that Japanese athletes will not make a good showing in the coming Tokyo Olympic Games because they fell far below expectations during the Olympic Games held in Rome. They feel that Japanese athletes will not put forth a performance in the Tokyo Games good enough for a sponsoring country.

I cannot subscribe to the opinion that the number of gold medals captured by a country's athletes in the Olympics signifies that that country has made a good showing. But I am of the opinion that Japanese Olympic athletes this year, will surely make a good overall performance.

It is extremely difficult to place within the top six in any Olympic event. For example, this has been clearly indicated during the Winter Olympic Games held recently at Innsbruck where there were skating events in which skaters from the Soviet Union dominated the first three top places were followed by skaters from Scandinavian countries who generally took the fourth, fifth and sixth places.

I believe that any athlete who, in trying to place sixth and manages to place third should be heartily praised. I think this third place would be equivalent to a gold medal to him.

The American and Soviet Olympic delegations to the Tokyo Games are expected to be the largest among all participant countries. Further, these two countries are expected to win the majority of medals in the Tokyo Olympics.

However, there are a considerable number of events in which Japan can be expected to make a good showing.

Although I admit that I am not an expert on competitive sports events, I am happy to point out that Japanese athletes have improved their records considerably since last year. Of course, records of other athletes have also improved substantially, so we cannot be too optimistic about Japan's showing in the coming Olympic Games. Even so I am sure some very good performance will be made by Japanese athletes.

Some of the events which Japan considers hopeful for her athletes are judo, gymnastics, wrestling, weightlifting, volleyball and swimming.

Other events in which Japanese athletes may turn in good performances are boxing, rifle shooting and the modern pentathlon.

I can make no definite prediction on the performance of Japanese athletes in the track and field events, which are the most spectacular events in the Olympic Games, but Japanese marathon runners have been posting good marks in the past year or so and it is conceivable that one of them might win a gold medal in the event.

A Japanese jumper may also conceivably manage to get into the top six in the triple jump since some Japanese athletes have been improving their marks in this event lately.

One of the best hopes for a gold medal in the track and field events is Miss Ikuko Yoda in the women's 80-meter hurdles. She won this event in last year's Tokyo International Sports Week with a time of 10.7 seconds. She registered a 10.6 time in a preliminary heat which was the best world time for this event in 1963.

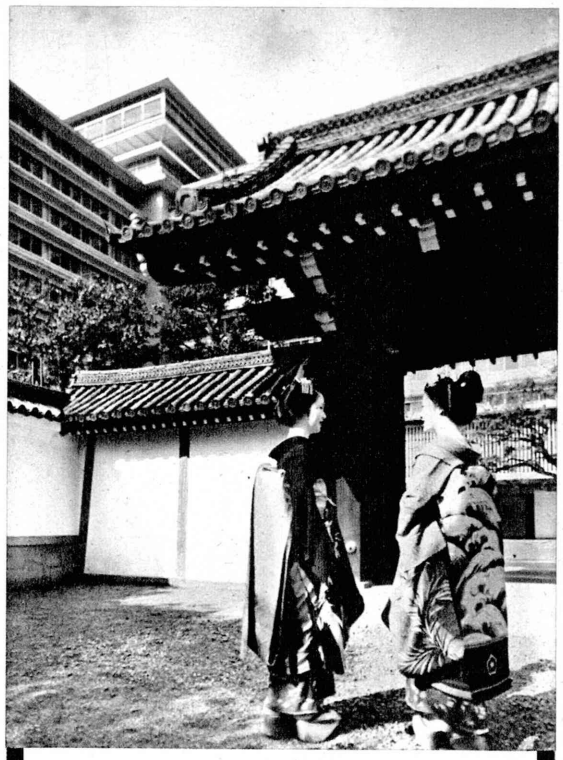
I hope that the weather in Tokyo during the Olympic Games will be ideal so that a great number of world records will be broken and the Tokyo Olympiad remain as one of the most memorable Games in history.

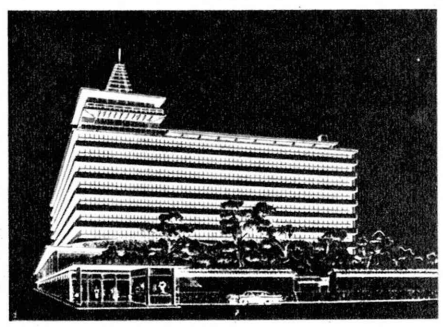
One of my greatest anticipations is that the 10 second barrier in the men's 100-meter dash will be broken in the Tokyo Olympic Games. I am looking forward to many other record-shattering feats this October in numerous other events.

The Tokyo Olympic Games will be the first ever to be held in Asia. Everyone in Japan is praying for the success of the Games.

We, who are directly connected with preparing the stage for the Games, are concentrating all our efforts to make the Tokyo Games a success.

We deem it a high honor to have been delegated the mission of holding the Games in Tokyo this year.





— Seeing Kyoto means knowing the real Japan —
So don't fail to stay at this famous International Hotel Kyoto
— It's the best and serves you the best —

TARIFF:

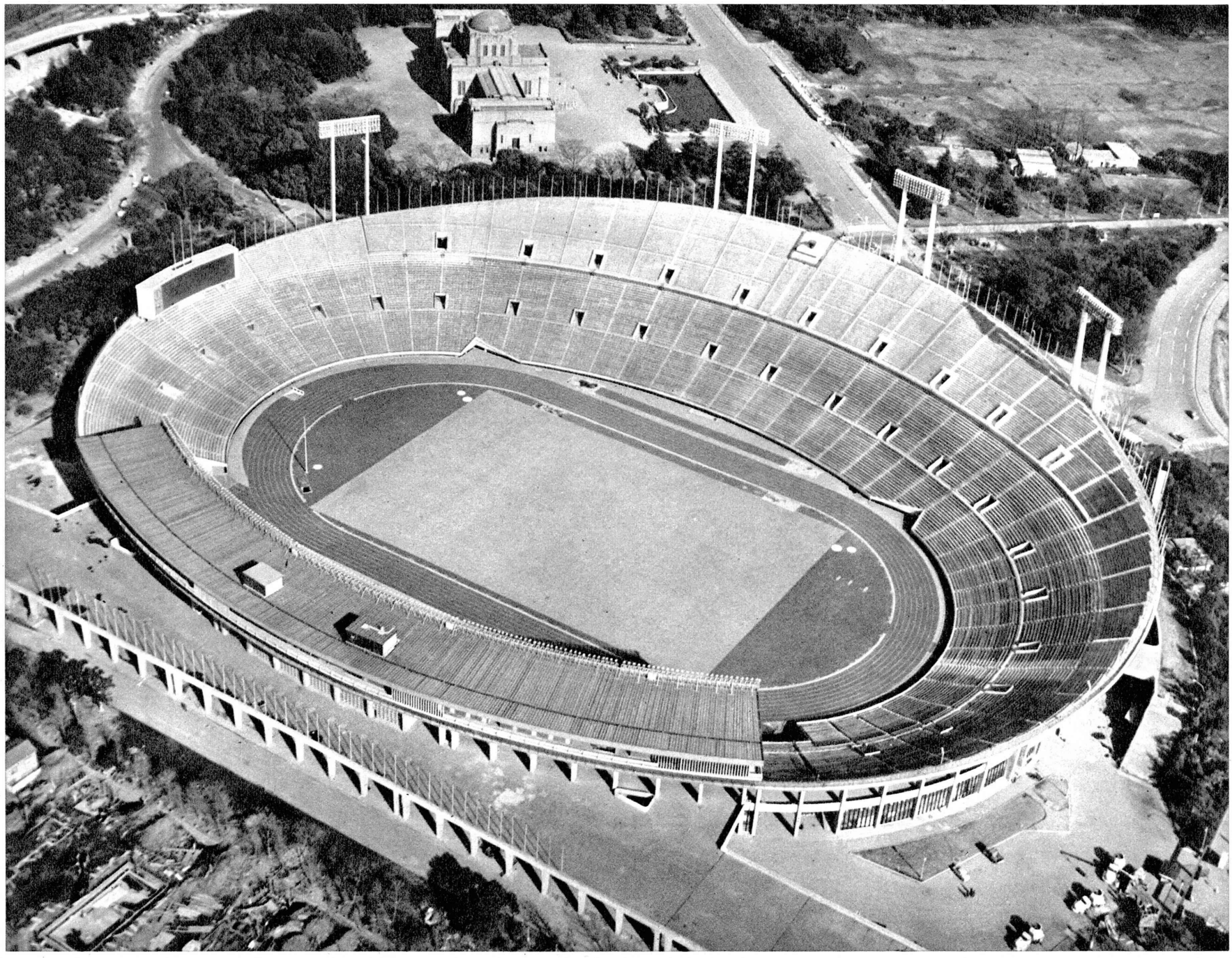
Single $ 5.60
Double $ 9.00—16.00
Twin $12.00—18.00
Suite $36.00
De Luxe Suite $119.50
Japanese Room $10.00—20.00

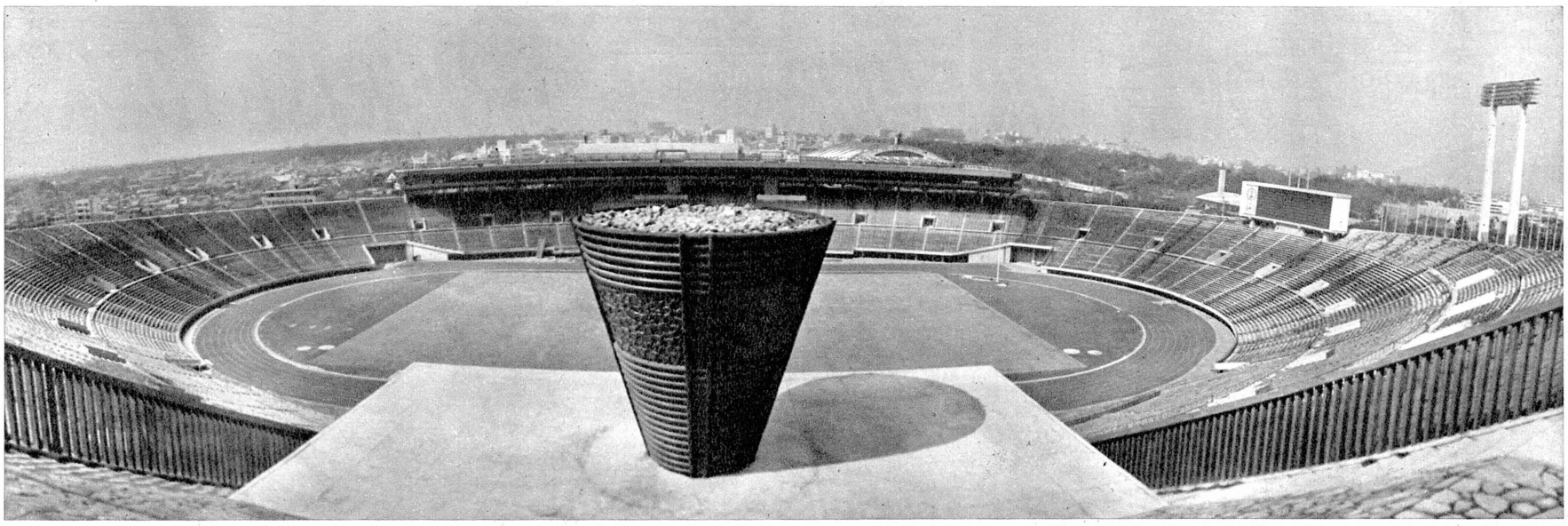
International Hotel Kyoto

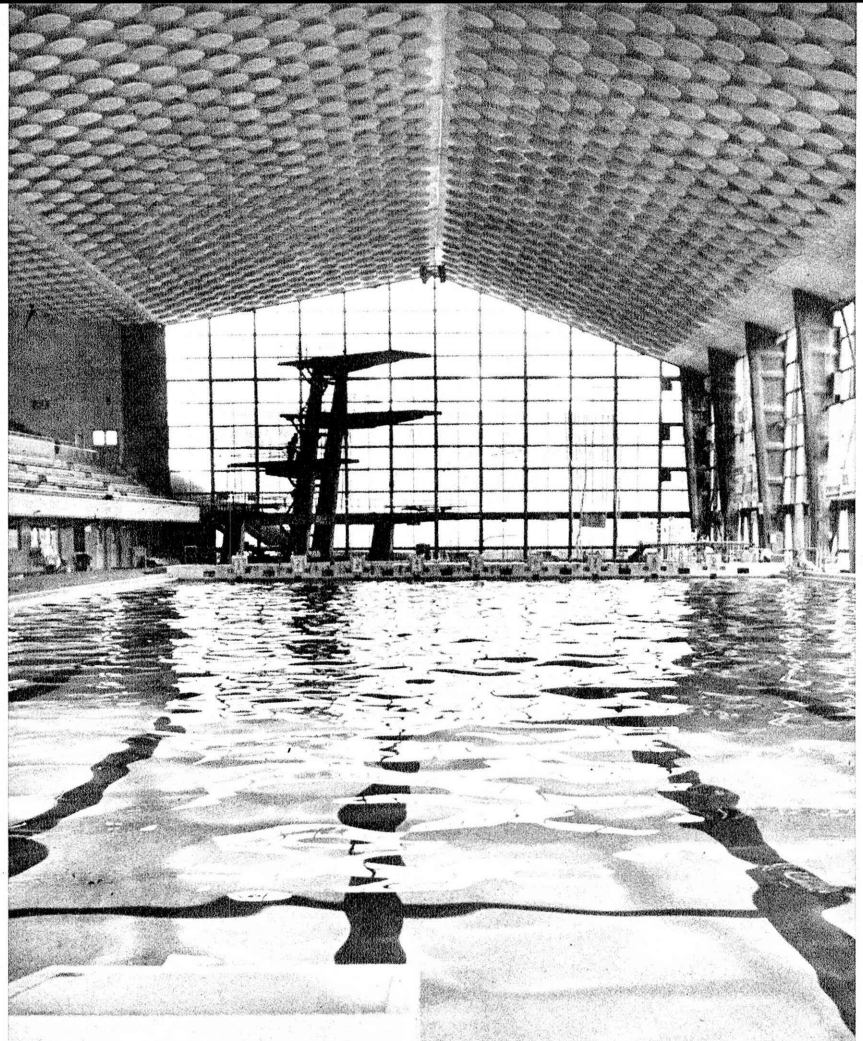
Nijo, Kyoto City, Japan
Phone: (23) 9171
Cable Address: INTERHO KYOTO
Telex No. 338-58 INTERHO KYO

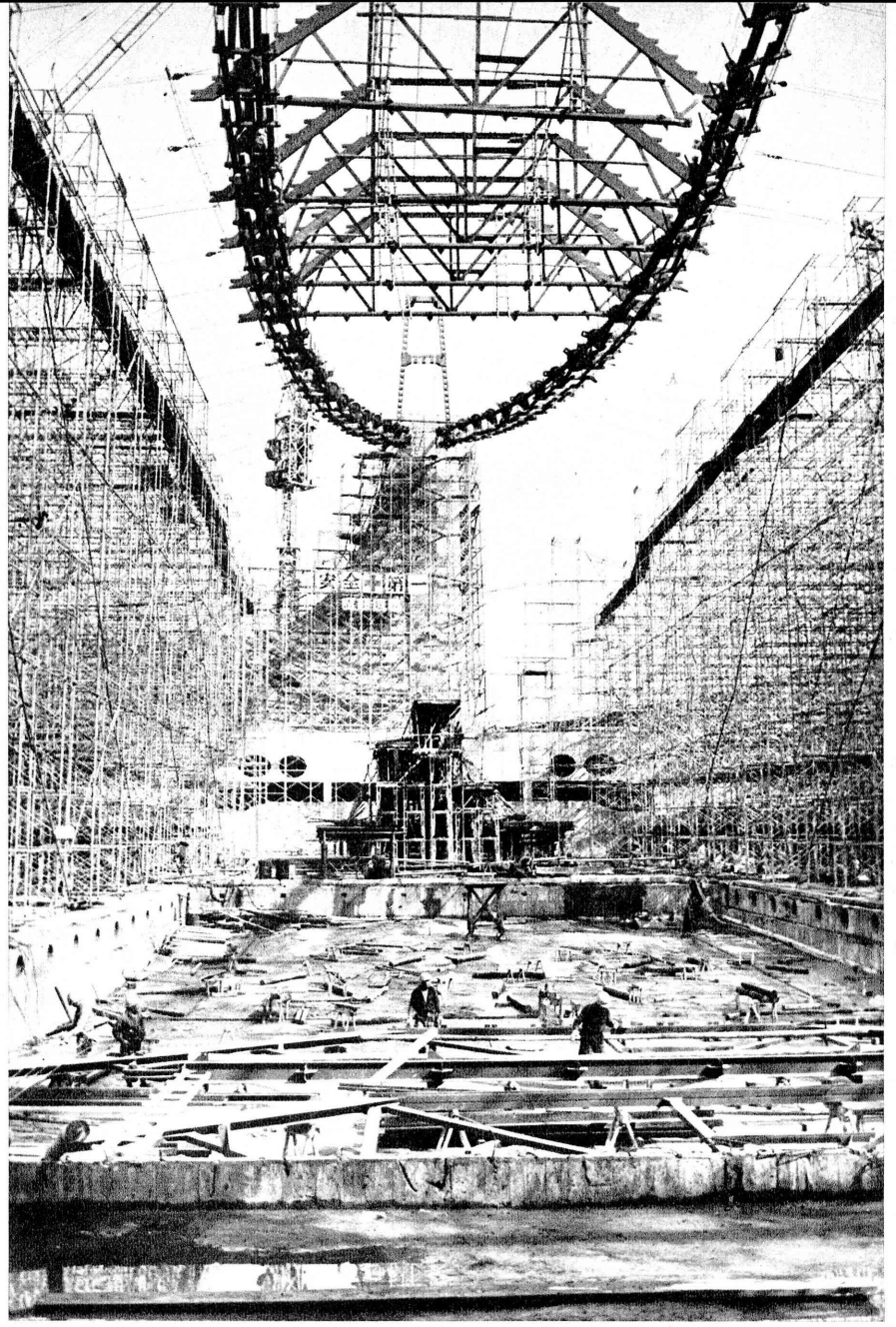
TOKYO ALL SET FOR OLYMPICS.

Less than six months remain until the opening of the Tokyo Olympic Games in October. Everywhere, final touches are being put to projects related to the Olympics. Let us visit the various facilities to be used in the Games.









4

Main Stadium

The Main Stadium, which will be used for the opening and closing ceremonies, as well as the track and field and soccer events, has a capacity for accommodating 75,000 spectators.

It is equipped with an illuminated score board and powerful lights to illuminate the track and field at night. Construction work on the Main Stadium has been completely finished.

The gymnasium where the gymnastic events will be held and the indoor pool where the swimming events will be held are located next to the Main Stadium.

Construction work on a huge gymnasium, designed by the famous architect Kenzo Tange, where the basketball matches will be played is currently progressing at a swift pace.

Join! JTB's JAPAN PACKAGE TOURS

"Uniquely thrilling . . . Saves you in travel costs" — The Japan Times

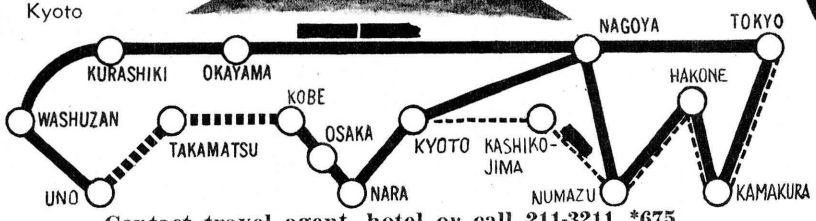
"Fits neatly into any vacation schedule" — Esquire Magazine

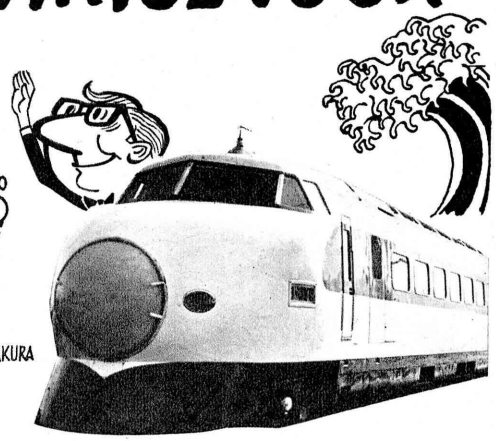
5-Day Only $108.00 ADVENTURE TOUR

8-Day Only $118.40 SUNRISE TOUR

Fun-packed motor coach journey along the legendary Tokaido Highway from Tokyo to Kyoto

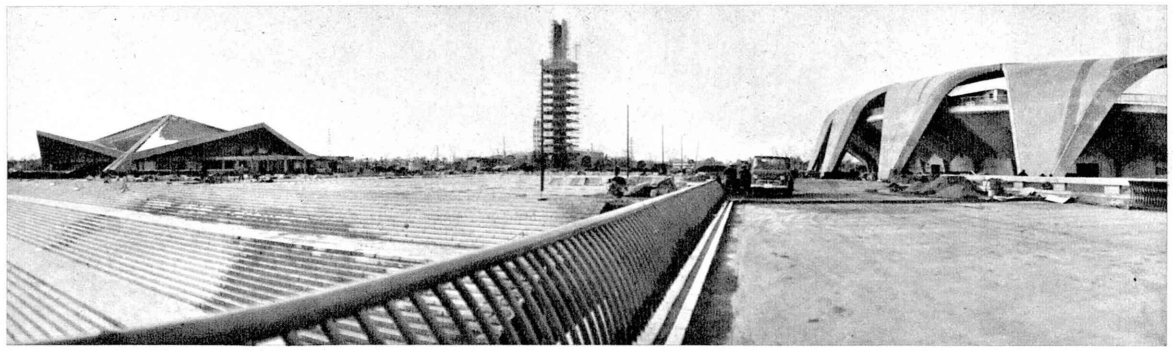
Fascinating, deluxe journey by express train, cruise ship, and motor coach to all of Japan's must-see places.





Contact travel agent, hotel or call 211-3211 *675

JAPAN TRAVEL BUREAU

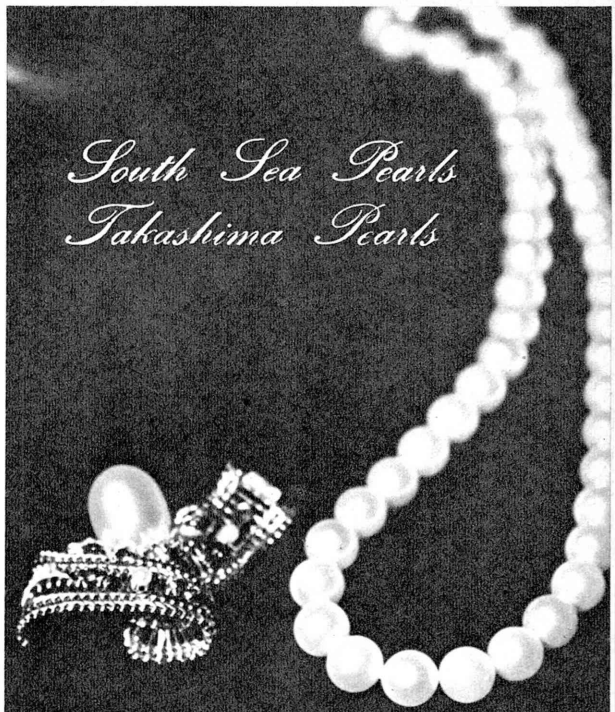


Komazawa Sports Center

To be located at the Komazawa Sports Center are a soccer field, a hockey field, a gymnasium where wrestling matches will be held and numerous other sports facilities.

The wrestling gymnasium is characterized by its octagonal roof utilizing the traditional beauty of Japanese architecture. There are no pillars in the gymnasium to hamper the spectators from viewing the matches.

The soccer field, which will accommodate 20,000 spectators, has numerous special facilities.

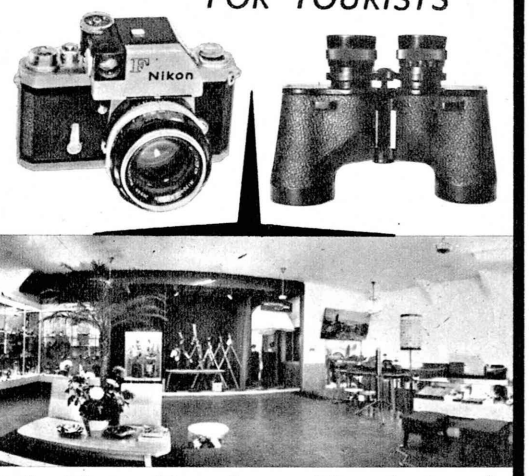


The World's Largest Pearl Farm

STPC TAKASHIMA PEARL CO.

TOKYO : GINZA STORE TEL : 535-3813
SHIBA STORE TEL : 432-1601
SASEBO : SASEBO STORE TEL : 3-2509
EXPORT OFFICE : SHIBA-PARK, TOKYO TEL : 432-1601
PEARL FARMS : NAGASAKI, HIROSHIMA, KOCHI

NO TAX
FOR TOURISTS



Only Matsushima has a Manufacturer's Showroom (2nd floor)

EVERYTHING Optical and Photographic

Authorized Money Changer

Matsushima
OPTICAL DEP'T STORE

3-CHOME, GINZA, TOKYO
TEL: (535)3451-6
FOR TAXI DRIVER: 銀座3丁目バス停前

Olympic Village

The Olympic Village, surrounded by verdant woods, is now undergoing final touches before the opening of the Tokyo Olympic Games in October.

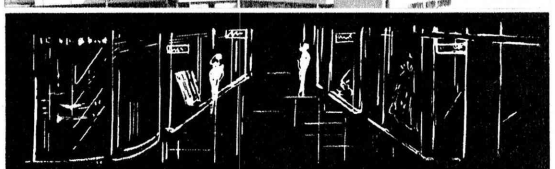
It will accommodate approximately 8,000 foreign athletes and officials who will be participating in the Games. Among the numerous facilities to be constructed within the Village, aside from the athletes' quarters, are a huge dining hall, a post office and bank, a customs office, several stores, training tracks and fields and a gymnasium where wrestlers, boxers and weightlifters will be able to warm up. Turkish baths for weight reducing purposes will also be constructed in the Village which is only a 20-minute walk from the Main Stadium.

Super Expressway

Construction work on so-called "Olympic roads" has been 90 per cent completed. The Super Expressway, totaling 106 kilometers in length, has also been practically completed at a cost of ¥180,000 million. It will connect the Main Stadium with Tokyo International Airport and also with the Komazawa Sports Center. There are numerous modern interchanges on the Super Expressway.

EXCLUSIVE GIFT SHOPS

The Best Tax-Free Shopping Arcade for Tourists

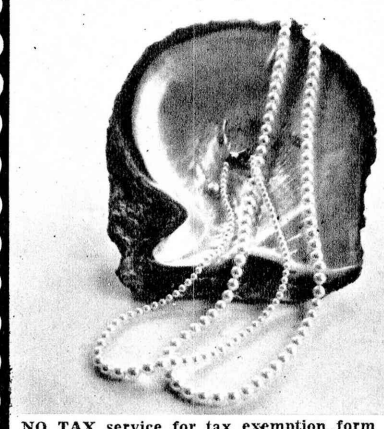


HOTEL NEW JAPAN ARCADE

AKASAKA, TOKYO
TEL. 501-5511

KITAMURA PEARLS

Fashioned for a lifetime and Guaranteed for permanent value



NO TAX service for tax exemption form bearers.

KITAMURA & CO.,LTD.

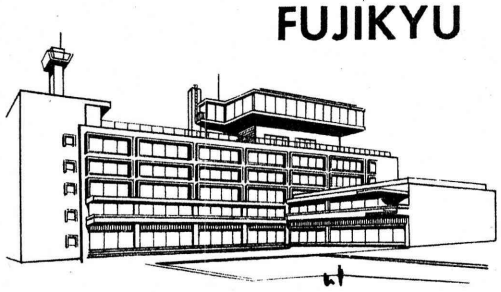
STORES

Established in 1901

TOKYO: Sukiyabashi Shopping Center
KOBE: Motomachi 2-chome Street
Matsuzakaya Dept. Stores: Tokyo & Osaka

ORIENTAL CHARM AND SERENITY IN ULTRA MODERN

FUJIKYU



ROOM RATES:

Single	¥2,400 up ($ 7.00)
Twin	¥3,800 up ($11.00)
Japanese-Style	¥4,500 up ($13.00)
Suite	¥6,000 up ($17.00)

FUJIKYU KANKO HOTEL

38 Aoi-cho, Higashi-ku, Nagoya, Japan
Tel: 94-9511 . . . (10)

ISE-SHIMA

BEAUTIFUL BEACH PARK

Ise-Shima National Park

The Ise-Shima National Park is located on the eastern tip of Mie Prefecture. It is a bright and beautiful beach park.

The Ise-Shima district has been known as one of the cradles of Japanese culture and its beauty is widely known among the people. Because the Grand Shrines of Ise are located here, this district is also the center of the people's reverence.

Ever since the Yedo Period (1600–1867), millions of Japanese have paid annual pilgrimages to the shrines. Ise holds a warm spot in the heart of every Japanese.

Ise, which is noted for its shrines, and Shima, where the cultured pearl farms are located, were combined and designated as a national park in November, 1946. Ever since this day, the character of the Ise-Shima district underwent a big change.

The veil of mysticism which hangs over the Grand Shrines of Ise was lifted and millions of people are now paying homage to the shrines every year. The rugged beauty of the Shima Peninsula has become a big tourist attraction in recent years

Grand Shrines of Ise

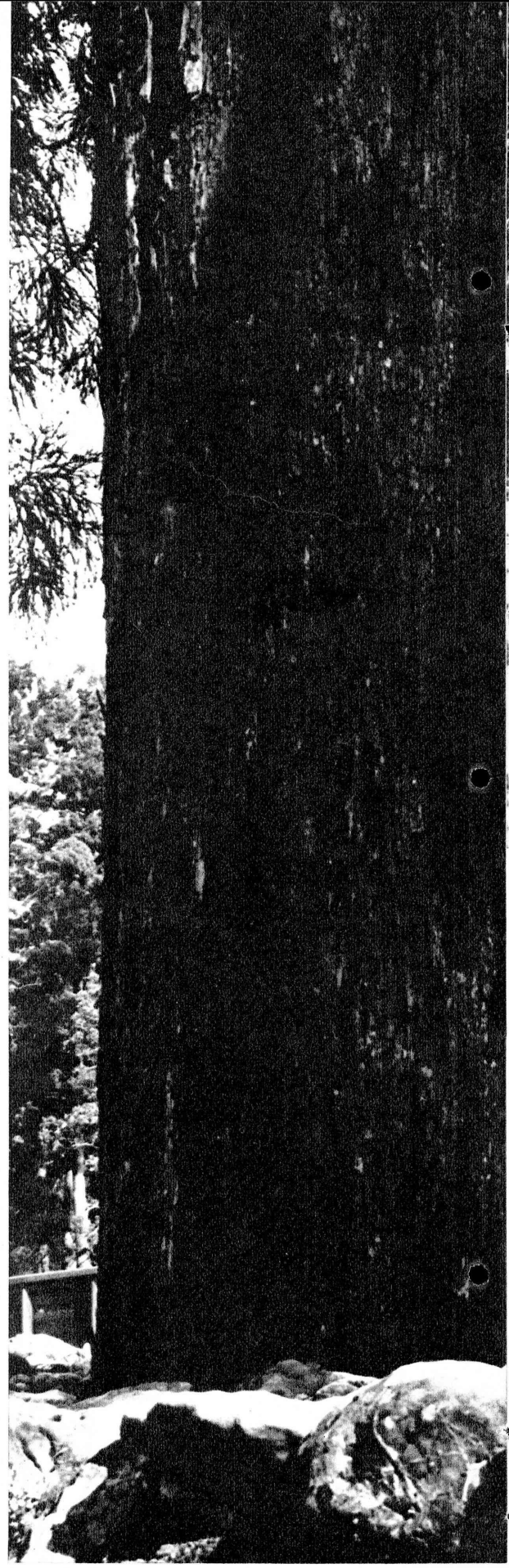
The Grand Shrines of Ise consist of two shrines, the "Kotaijingu" or the Naiku (Inner Shrine) and the "Toyouke-Daijingu" or the Geku (Outer Shrine).

The former is dedicated to "Amaterasu-Omikami," who, according to Japan's ancient religion, Shinto, occupies the highest position among the ancient Japanese gods. The Geku is dedicated to Toyouke-Omikami, the goddess of harvest.

According to ancient Japanese documents, the Naiku was constructed in the 1st Century and the Geku around the end of the 4th Century.

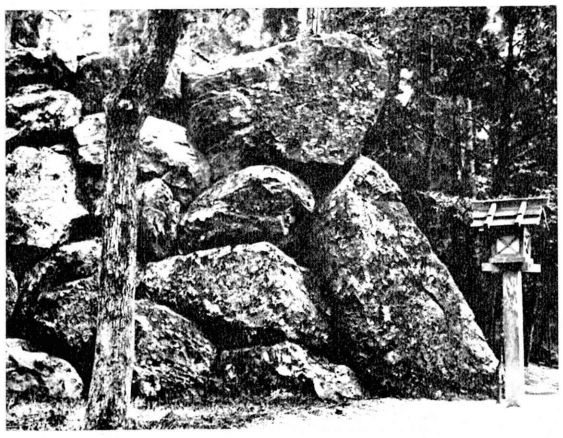
The architectural characteristics of the shrines are that they have been constructed in purely Japanese style without adopting any Buddhist or foreign-styled designs. They remain today as symbols of pure Japanese architecture.

The shrines were able to preserve their original form for nearly 2,000 years because it has been the custom, since early times, to build new shrines on adjacent plots every 20 years and destroy the old ones.



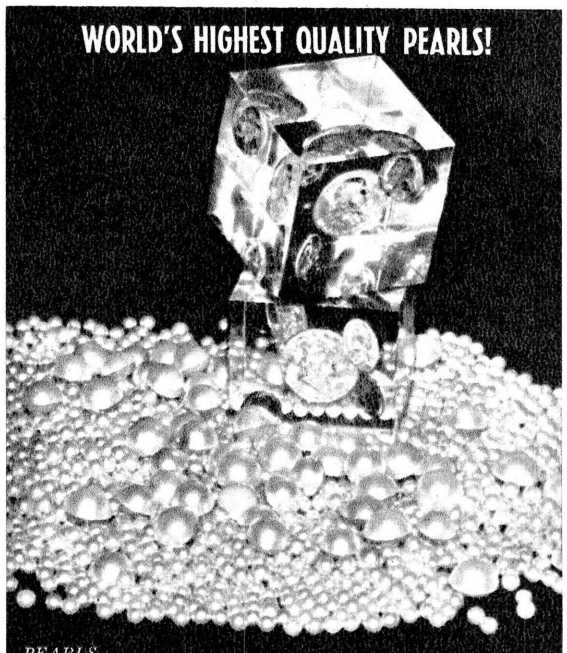
The Grand Shrines of Ise,

Shrine architecture is crystallized in this affiliated shrine.



Giant rocks covered with moss give one an inkling of the long history of the shrines.

A typical house in Ise.

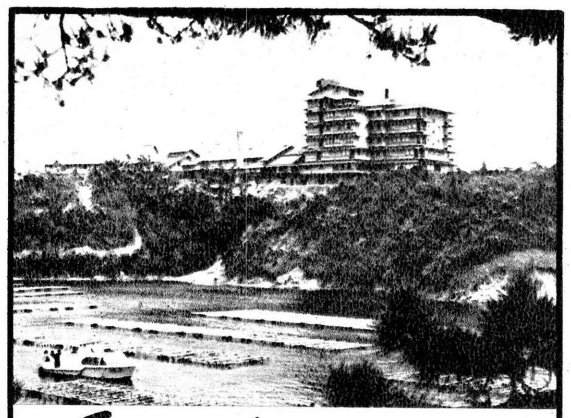


PEARLS ... JEWELS MINED FROM THE RICH OCEAN FLOOR

MURATA PEARL CO., LTD.
Cultivating & Processing Factory

KYOWA PEARL CO., INC.
Export & Administrative Dept.

Head Office: 97, 4-chome, Yamamoto-Dori, Ikuta-ku, Kobe
Telex Number: MULTIPLE KB8847
Cable Address: MURATAPEARL KOBE
KYOWAPEARL KOBE
Telephone: Kobe 23-1212/6
Tokyo Branch: Kamata No. 2 Bldg.
1, 6-chome, Ginza, Chuo-ku, Tokyo
Telephone: Tokyo 571-0173, 6275
Factory: 67, Oseko-cho, Ise City, Mie Pref.
Telephone: Ise 8-7111
Farms: Matoya, Hoza, Aso . . . and 25 other farms.



Shima Kanko Hotel

A "Floating Palace" on the Sea of Pearls in the center of Ise-Shima National Park offers superb service, food and comfort.

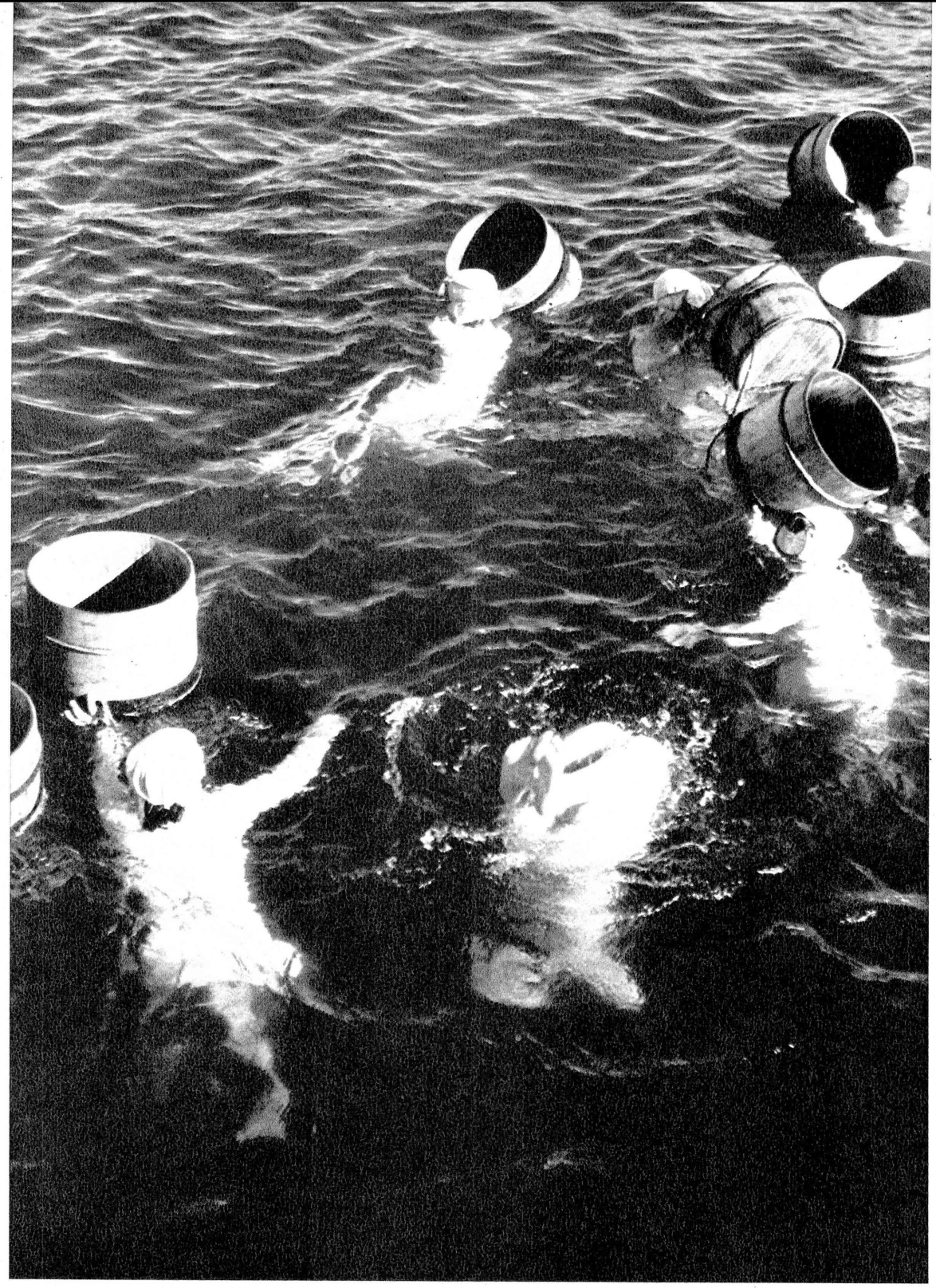
An ideal week-end recreational resort.

Only three and a half hours from either Osaka or Nagoya by train . . . and within 3 minutes' walk from the station.

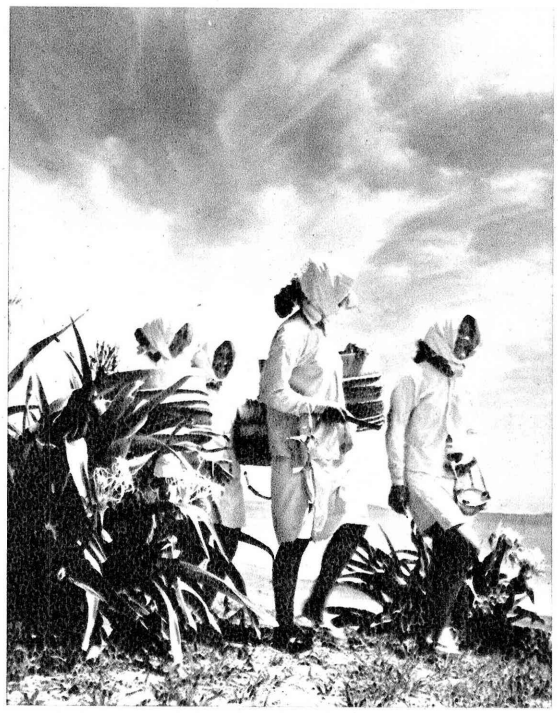
Room Rates:
Single w/bath ¥2,400 ($ 6.60)
Twin w/bath ¥4,300 ($12.50)

Meal Charges:		**Hours**
Table d'hote		
Breakfast	¥400	7 to 11
Luncheon ...	¥600-¥800	11:30 to 2:00
Dinner	¥1,200	6:30 to 8:30

SHIMA KANKO HOTEL
Kashikojima, Mie Pref., Japan
Tel: Kashikojima 50, 51, 52



Women divers plunge into the sea to gather the treasures of the deep.



Women divers walking along the seashore dotted with flowers.

Ama (Women Divers)

Shima is the habitat of the famous "Ama" or women divers of Japan. Of the approximately 12,000 women divers in the country, some 8,000 are working in Shima. The diving season starts from April and lasts until October every year.

The divers are recruited from villages surround the Bay of Ago and other villages facing the Pacific Ocean. Their ages range from 18 to 50.

The sight of scores of women diving in their white, tight-fitting swimsuits is an unforgettable experience to the visitor.

Their main job is to dive for small akoya oysters and abalones as well as to catch lobsters and gather edible seaweeds. The women divers' work is invaluable for the cultivation of pearls.

Cultured Pearls

Pearl King Kokichi Mikimoto (1858-1954) is said to have decided to adorn the neck of every woman in the world with pearls.

Mikimoto laid his first cultured pearl bed in Shima in 1890 when he learned from Prof. Kakichi Mitsukuri of the then Tokyo Imperial University that pearl culture was possible.

In 1893, he succeeded in obtaining five-semi-spherical pearls from the akoyagai (pearl oyster). After many years of strenuous efforts and research, Mikimoto finally succeeded in producing round cultured pearls exactly like natural pearls in 1915, laying the foundation of the cultured pearl industry in Japan.

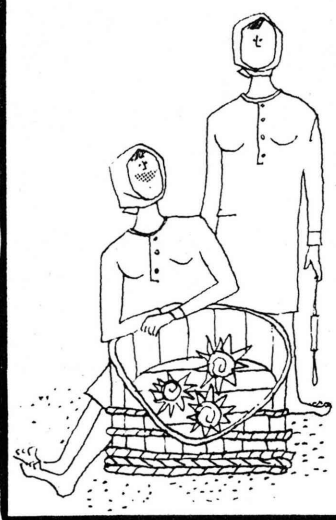
The methods used in cultivating pearls are quite different from the ones used in olden days. The name of Mikimoto will continue into posterity as long as the women in the world seek beauty and the men seek the charm of the fairer sex.

The statue of Pearl King Kokichi Mikimoto on Pearl Island overlooks the sea.

Birth of cultured pearls.

The pearls are assorted according to their size and color.

To Ise-Shima by Kintetsu Vista Car!



Kintetsu Railways' luxurious double-decker Vista Car leaves everyday for Ise-Shima National Park famed for its pearls and woman divers, from Osaka and Nagoya.

To Ise Uji-Yamada, the gateway to the National Park
Only one hour and 52 minutes by express at ¥630 per passenger from Osaka Uehonmachi Station. Only one hour and 28 minutes from Nagoya for ¥530.

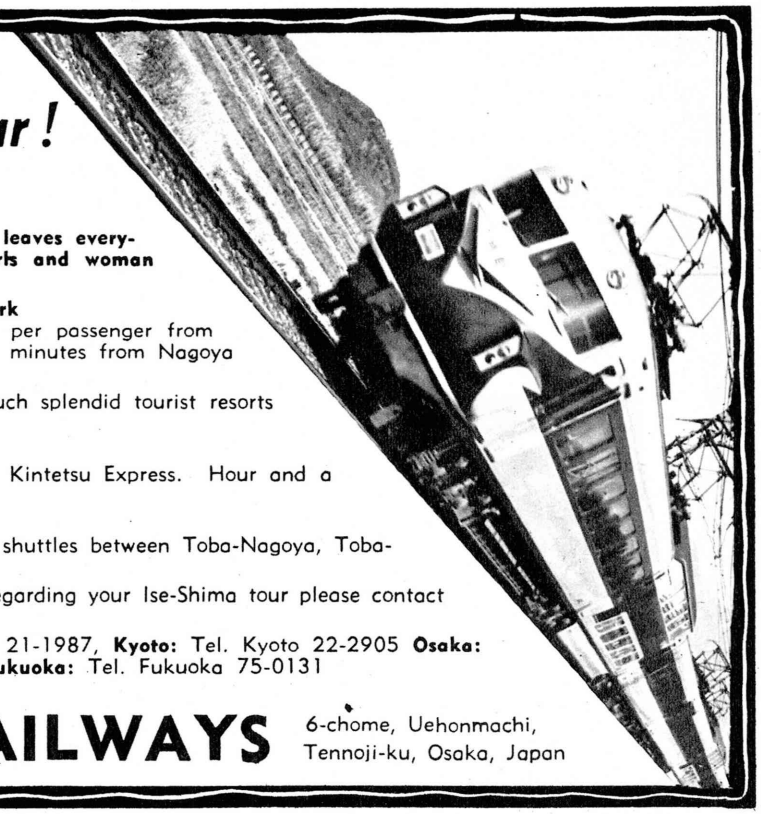
From Uji Yamada bus connections are available to such splendid tourist resorts as Futami, Toba, Watakano, Nagiri, Hamashima.

To Kashikojima Isand and the Shima Kanko Hotel
A direct bus service is linked with the arrival of the Kintetsu Express. Hour and a half by bus at ¥210 per person (reserved seat)

Hydrofoil Boat "Pearl Queen"
Daily Toba Bay-Futami Seaside sightseeing run. Also shuttles between Toba-Nagoya, Toba-Nishiura, Gamagohri, Toyohashi.

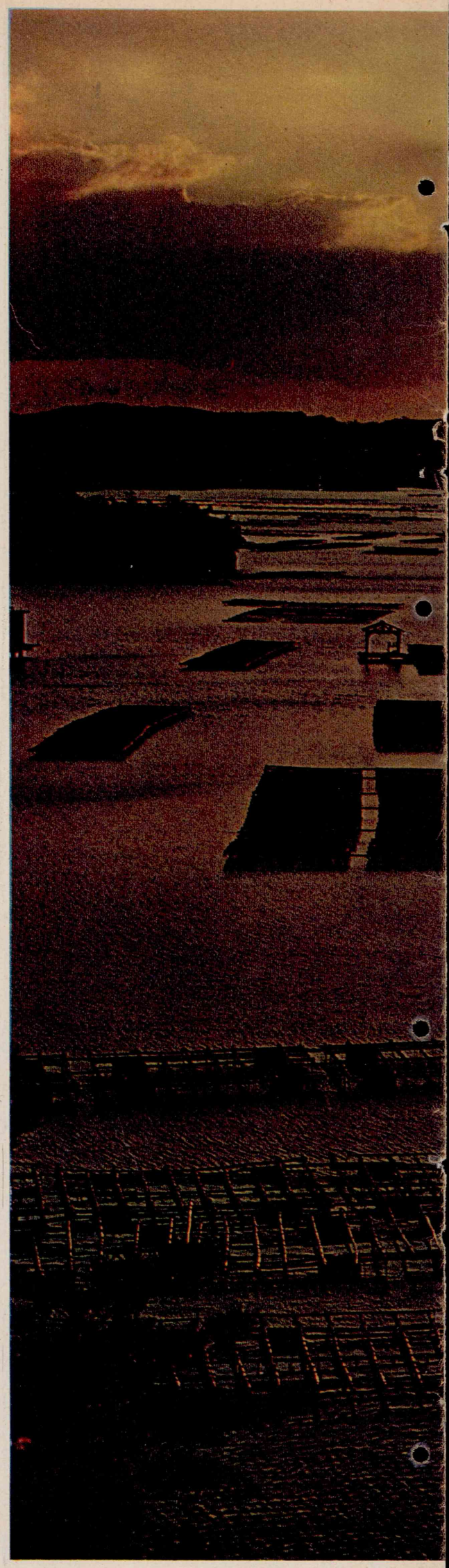
For reservations of the Vista Car and information regarding your Ise-Shima tour please contact the following Kintetsu Offices:

Tokyo: Tel. Tokyo 231-5561, **Nagoya:** Tel. Nagoya 21-1987, **Kyoto:** Tel. Kyoto 22-2905 **Osaka:** Tel. Osaka 202-6371, **Kobe:** Tel. Kobe 22-5115, **Fukuoka:** Tel. Fukuoka 75-0131

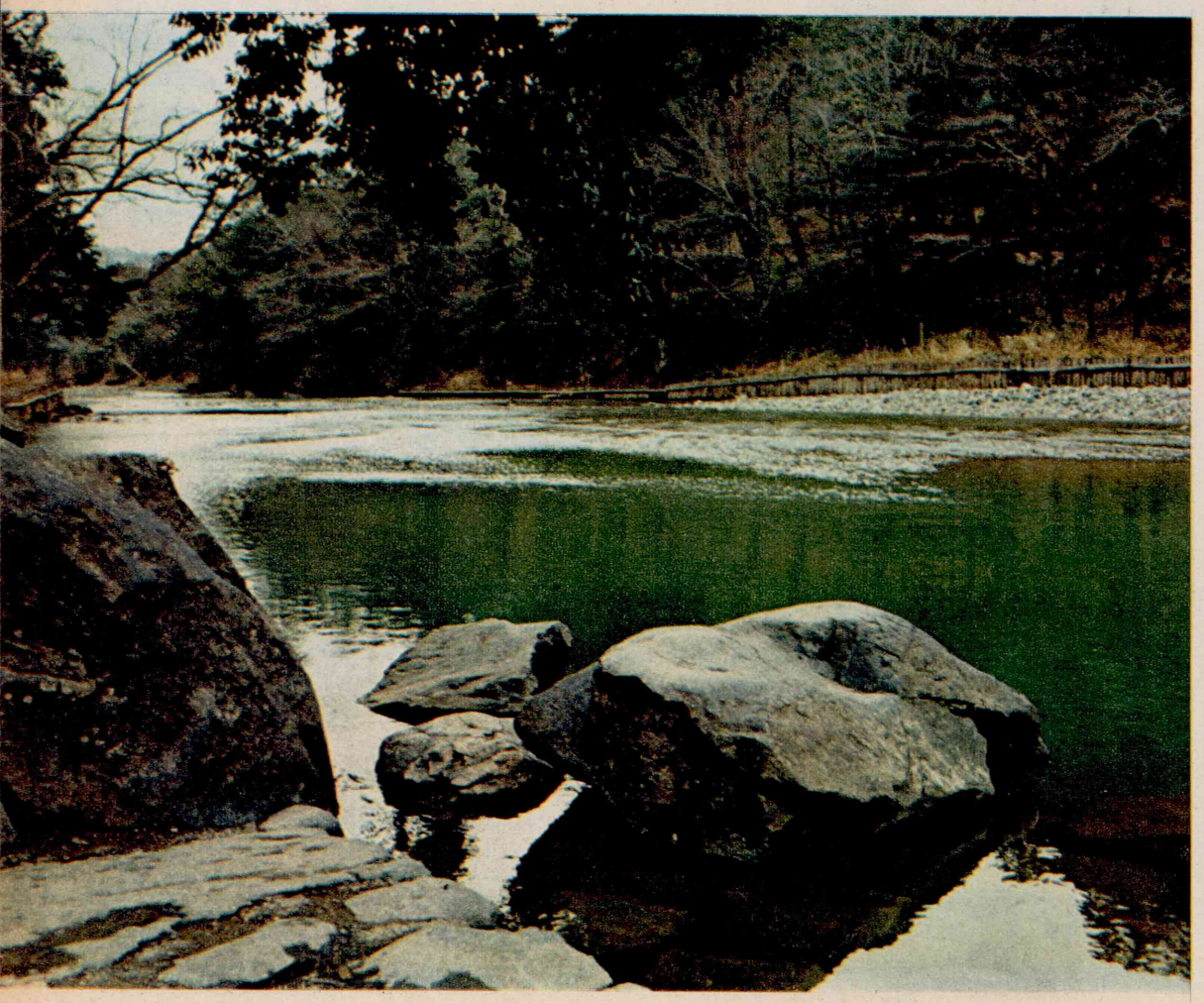


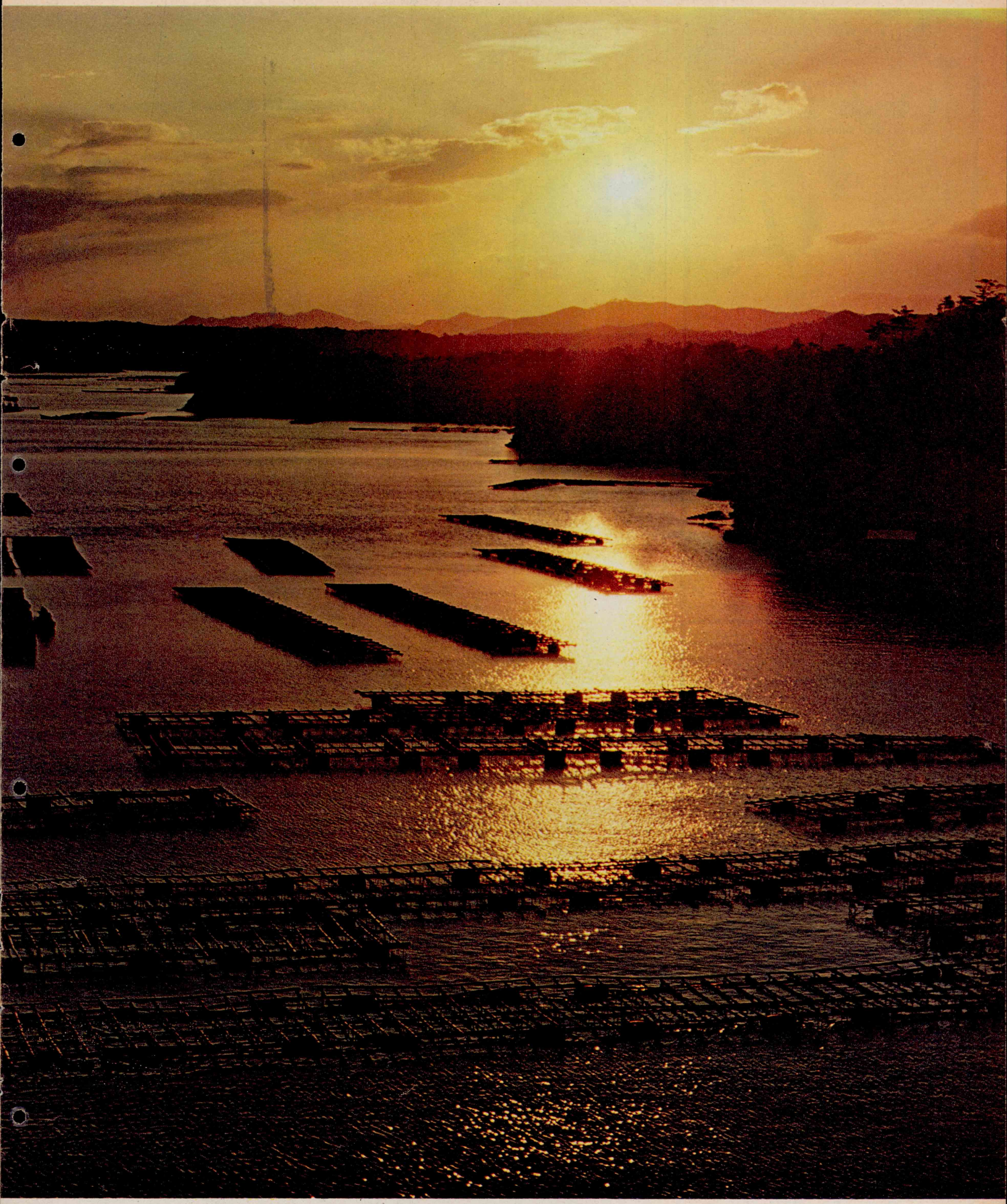
KINKI NIPPON RAILWAYS 6-chome, Uehonmachi, Tennoji-ku, Osaka, Japan

The women divers of Shima total 8,000-strong. These strong-lunged girls are the principal force in the cultivation of pearls.



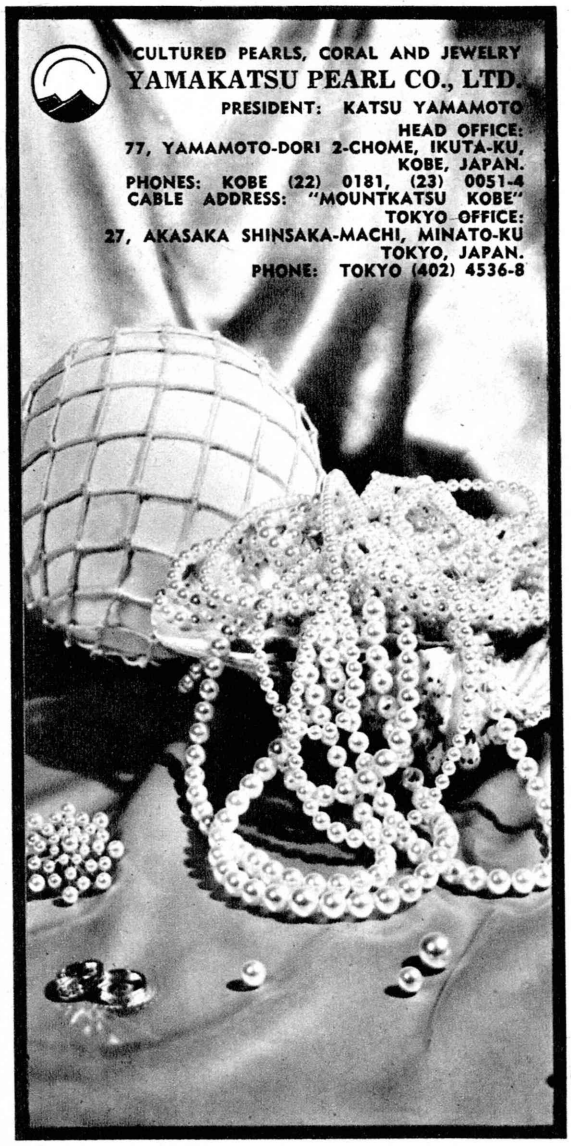
Ise occupies a reverent place in the hearts of the Japanese people. Purifying their hands in the clear, sparkling waters of the Isuzu River, these pilgrims pay homage to the Grand Shrines of Ise.





The dying rays of the setting sun sparkles on the placid waters of the Bay of Ago. The tiny ripples splashing against the pearl rafts shine with golden lustre.

CULTURED PEARLS, CORAL AND JEWELRY
YAMAKATSU PEARL CO., LTD.
PRESIDENT: KATSU YAMAMOTO
HEAD OFFICE:
77, YAMAMOTO-DORI 2-CHOME, IKUTA-KU,
KOBE, JAPAN.
PHONES: KOBE (22) 0181, (23) 0051-4
CABLE ADDRESS: "MOUNTKATSU KOBE"
TOKYO OFFICE:
27, AKASAKA SHINSAKA-MACHI, MINATO-KU
TOKYO, JAPAN.
PHONE: TOKYO (402) 4536-8

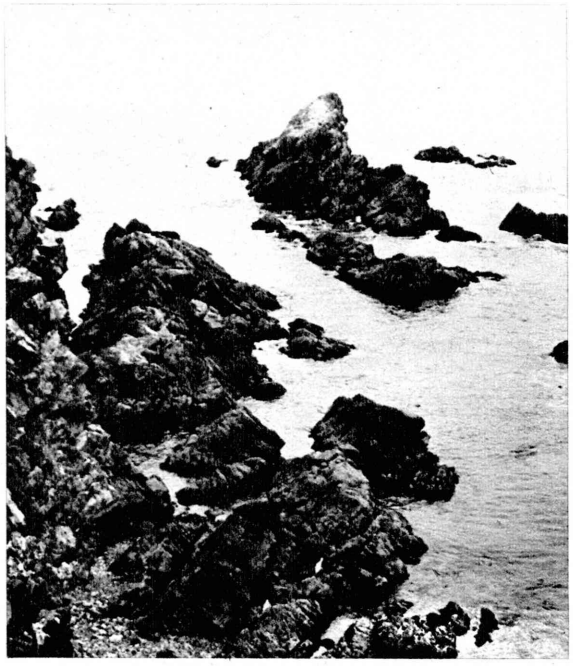


HOME SWEET HOME OF PEARLS
Ise Shima National Park, Toba Ura

Enjoy Delicious Meals and Relax in Comfort while Overlooking Mikimoto Pearl Island and Gazing down on the Hydrofoil Excursion boats gliding over the blue water of Toba Bay.

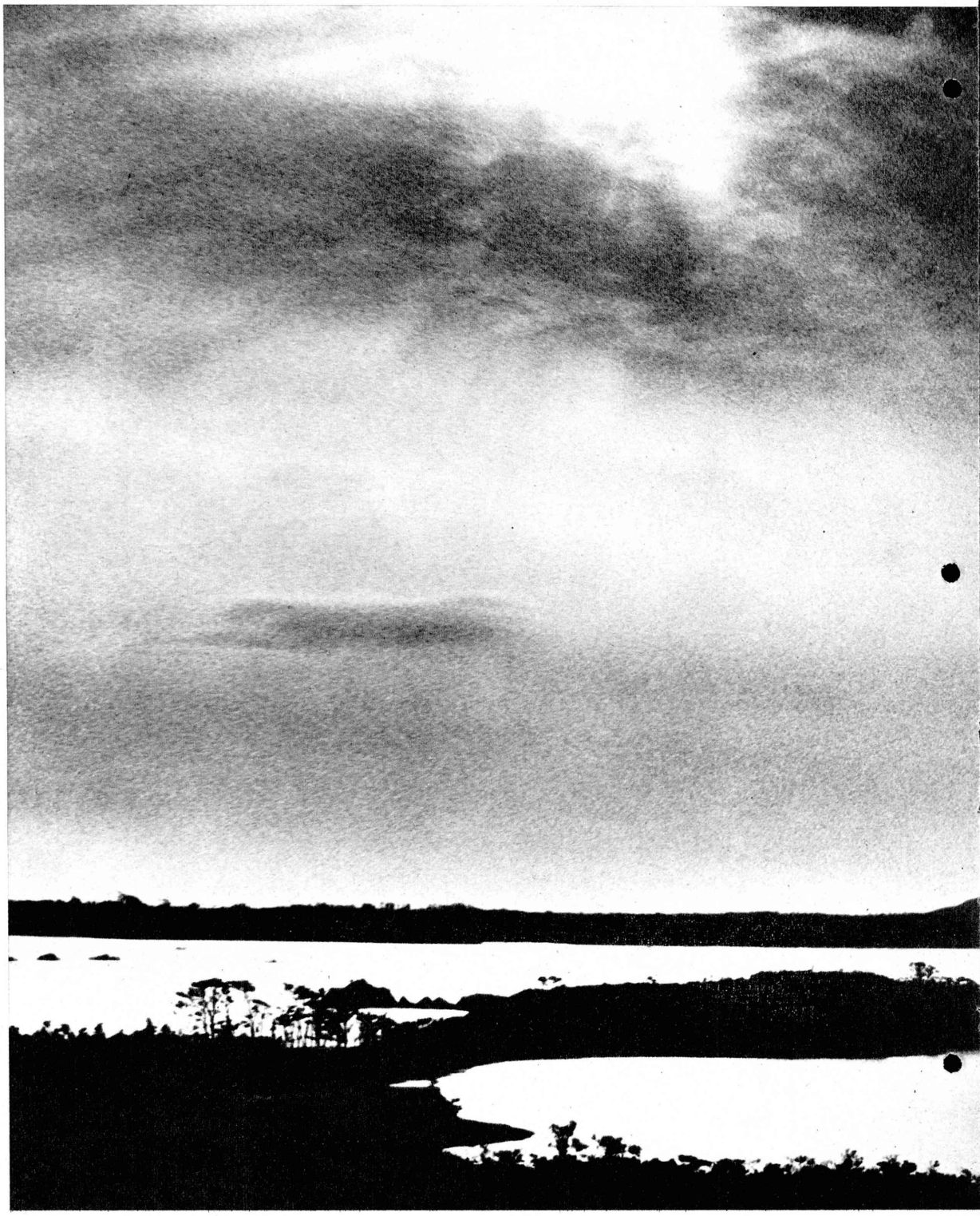
HOTEL
TOBA KANKO CENTER

Toba City, Mie Pref. Tel. (Toba) 735
Telex No. 414-18
Office: Tokyo (Yoyogi Mansion)
Tel. (371) 6141
Osaka Tel. (771) 6012



Daio-zaki located on the eastern tip of the Shima Peninsula.

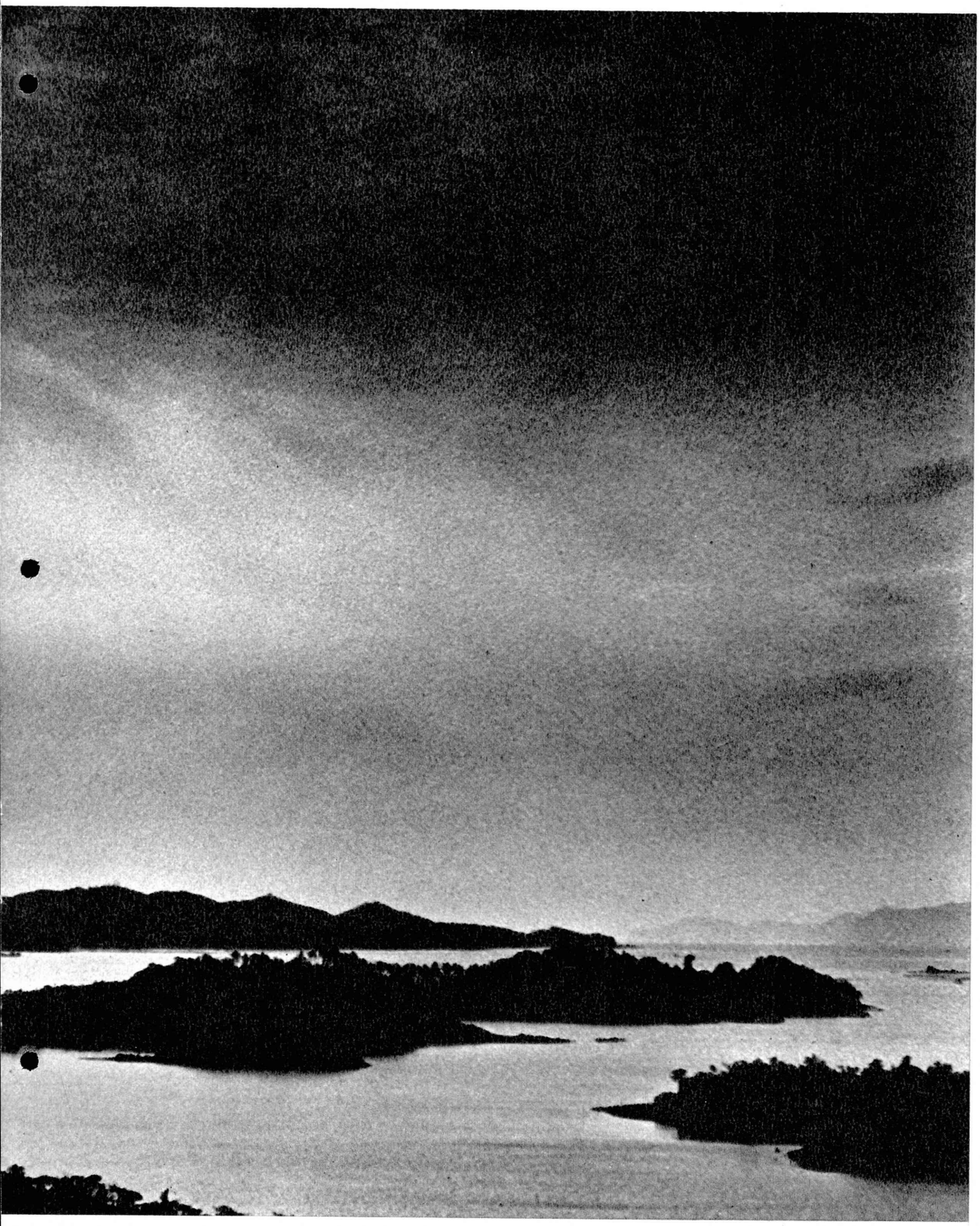
The pearls are cultured under the raft.



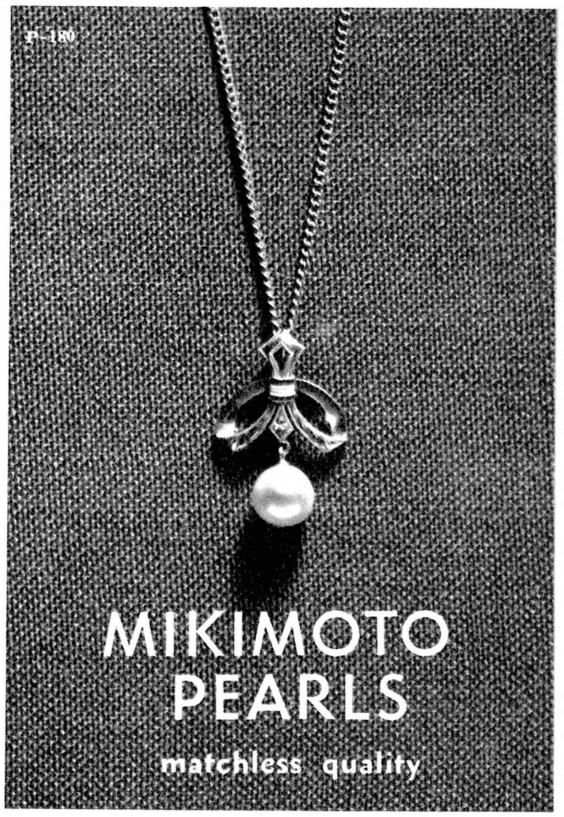
Ago Bay

Ago Bay, which is part of the Ise-Shima National Park, is renown for its cultured pearl farms. Here are produced some 70 per cent of the world's cultured pearls. The famous Mikimoto Pearl Farm is located in this bay. Hundreds of pearl beds dot the bay.

The rugged shoreline presents an ever-changing view when seen from different angles. The bay is more like a deep lake in a mountain .



Sunset in Ago Bay.



The Originator of Cultured Pearls

K. MIKIMOTO, INC.

MAIN STORE: GINZA, TOKYO

Tokyo: Imperial Hotel/Hotel Okura/Palace Hotel
Yokohama: Silk Center **Osaka:** Shin Osaka Bldg.
Kobe: Kobe Int'l House **Nagoya:** Meitetsu Salon d'or
Kyoto: Kyoto Hotel/Miyako Hotel/Int'l Hotel Kyoto
Toba: Mikimoto Pearl Island

TAX FREE FOR TOURIST: Be sure to get your TAX EXEMPTION FORM at the Customs on arrival.

LUXURY COUPLED WITH ECONOMY

Conveniently located in downtown Nagoya, the modern Nagoya Kanko Hotel awaits your visit.

124 rooms with bath

Single	....	$ 5.00 & up
Twin	.....	$ 9.10 & up
Suite	.....	$12.50 & up

NAGOYA KANKO HOTEL

Hirokoji-dori, Nagoya, Japan. Tel: 23-7711
Cable Address: KANHO NAGOYA

Cultured Pearls

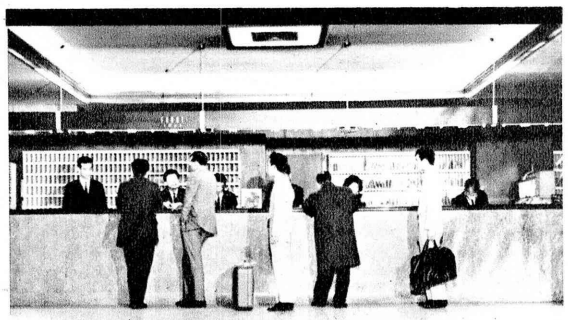
producers & exporters

ISOWA PEARL CO., LTD.

HEAD OFFICE:
1429, Koshika, Shima-cho, Shima-gun,
Mie Pref. Tel. Shima 77

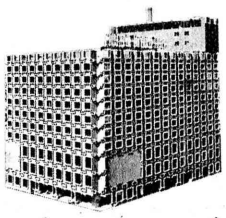
KOBE BRANCH:
7-68, 3-chome, Yamamoto-dori,
Ikuta-ku, Kobe.
Tel. Kobe 3-5174, 22-4839

PEARL FARMS: MIE, OKAYAMA



THE NAGOYA MIYAKO HOTEL
A GARDEN OF TRANQUILITY
IN
DOWNTOWN NAGOYA

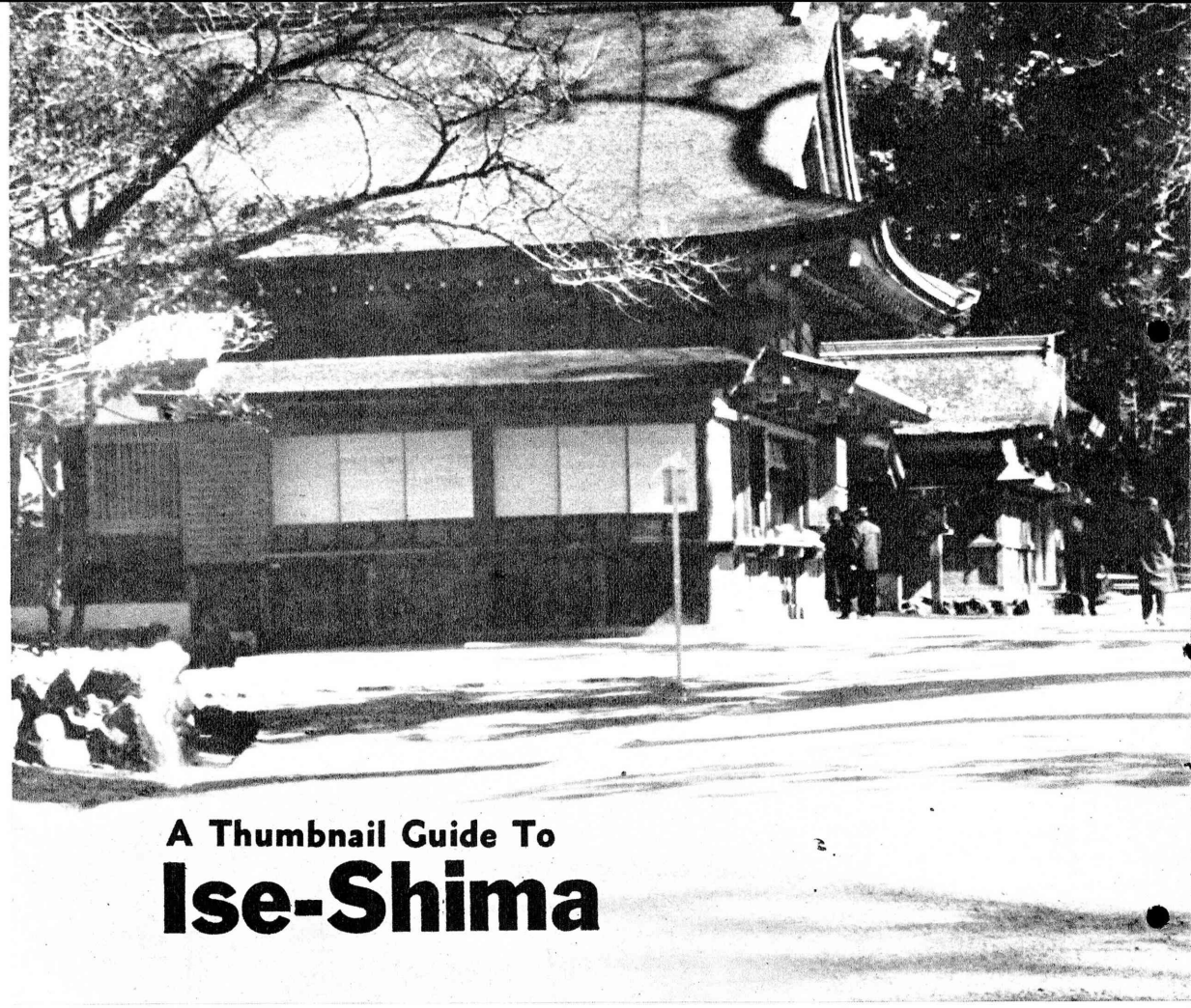
PEACE and CALM and SERVICE are provided in the HEART of DOWNTOWN NAGOYA, just minutes from the Nagoya Station, principal business and shopping centers, theaters, and recreation facilities.



ROOM RATES
Single ..... $ 5.55 & up
Twin ..... $10.00 & up
Suite ..... $22.00 & up
Japanese Style $18.00

Nagoya Miyako Hotel

Nishiyanagi-cho, Nakamura-ku, Nagoya, Japan
Cable: HONA MIYAKO Tel: 57-3211



A Thumbnail Guide To
Ise-Shima

HOW TO GET THERE

There are two ways to get to Ise-Shima. One is by taking an Japan National Railways train and another is via the Kinki Nippon Railways.

There are three daily services by hydrofoil boats between Nagoya and Toba where the Pearl Island is located. The 65-minute ride from Nagoya to Toba costs ¥980.

There is also a 30-minute air flight from Nagoya to Kashikojima which costs ¥1,950.

By National Railways: 1st Class (to Toba)

From	Time required	Fare
Tokyo	9 hrs. 50 min	¥2,640
Nagoya	2 hrs. 12 min.	¥ 610
Kyoto	2 hrs. 40 min.	¥ 920
Osaka	3 hrs.	¥ 880

By Kinki Nippon Railways: Mono Class (to Uji-Yamada or Iseshi)

From	Time required	Fare
Nagoya	1 hr. 35 min.	¥530
Kyoto	2 hrs. 43 min.	¥460
Osaka	2 hrs.	¥630

WHAT TO SEE

Yokkaichi Industrial District

When one travels from Nagoya to Ise on a train, numerous plants and factories will come into view from the left-side window of the train as it approaches Yokkaichi. They are the refining plants of the Yokkaichi oil complex which started operating several years ago. Here are concentrated the cream of Japanese science and technology.

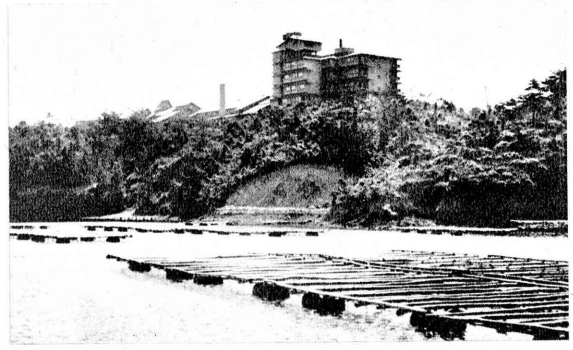
Grand Shrines of Ise

Naiku About 10 minutes by taxi from Ise Station (¥300).

Geku About a five-minute walk from Ise Station.

A pebble-covered path which winds through giant Japanese cypress trees takes the visitor to the shrine in both cases. The solemn atmosphere surrounding the shrines will enable the visitor to see why the most important aspects of the Japanese spiritual culture were created here.

It was during the reign of the 40th Emperor Temmu that it became a custom to build new shrines every 20 years.

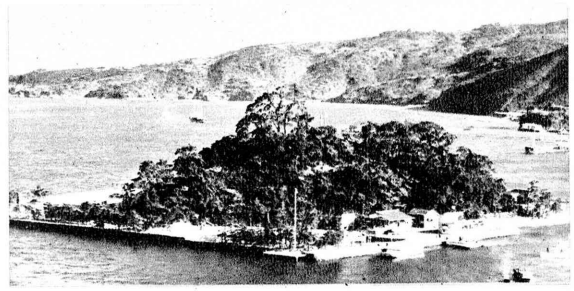


Kashikojima Island

This is the largest island in the Bay of Ago, located deep in the bay. The island seems like a pearl raft floating on the water. The biggest hotel in Shima is located on this island, as well as the world's only national cultured pearl research institute. It is the terminal point for the electric train line from Toba and a base for sightseeing boats. The surrounding view from the roof of the Shima Kanko Hotel is breathtaking.

About 45 minutes by electric train from Toba (¥100)

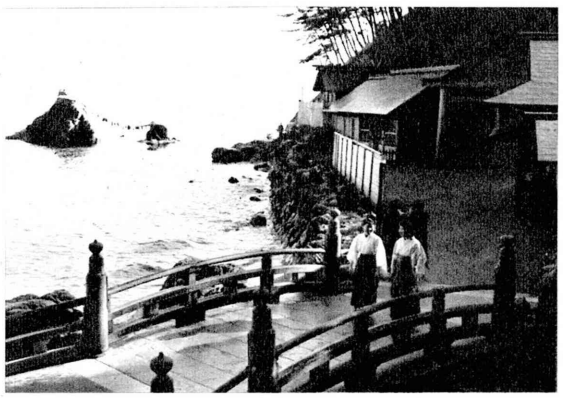
There is a direct bus line from Nagoya and Ise.



Mikimoto Pearl Island

This is the island where Kokichi Mikimoto succeeded in producing his first cultured pearls on July 11, 1893. Here are located a

pearl museum, pearl factory and the Mikimoto Memorial Hall. After the visitor sees all these places, he is treated to demonstrations by the women pearl divers. It takes on three minutes by boat from Toba port.



Futamigaura

Futamigaura is reached by car from Ise on the national highway toward Toba after passing through a tunnel. One of the features of Futamigaura is the "husband and wife" rocks on which there is a torii which indicates sacredness and authority. A rope is thrown over the two rocks. The sunrise here is beautiful, attracting many viewers.

Matsuzaka Beef

How is Matsuzaka beef, the world's most delicious, produced? The beef cattle are given beer and massaged every day to produce the soft meat renown the world over. The hotels in Ise-Shima serve this delicious meat, but the visitor must go to Matsuzaka personally to taste the succulent beef.

Annual Events

New Year Pilgrimage to Ise Shrines Jan. 1–3.

The gates of the shrines are opened on New Year's eve and kagura music is performed throughout the night.

Casting of Ropes Over the Husband and Wife Rocks Jan. 1, May 5, Sept. 5.

New ropes are cast over the Husband and Wife Rocks three times a year. These events are the features of Futamigaura.

Kagura Festival At Ise Shrines April 5–7.

Representative kagura music from throughout the country is performed at the kagura halls of the Naiku and Geku.

The Shiokake Festival of Wagu, Oshima July 9.

This is a festival for women divers. The divers pay homage to the god of the sea in Oshima and pray for their health and good luck.

Floating of Huge Straw Sandal Sept. 8, 20, Oct. 2.

A huge straw sandal three meters long is made and floated off the shore of Daio-zaki where an ogre is supposed to live. The aim is to scare the ogre.

WHERE TO STAY

(Nagoya)

Nagoya Kanko Hotel
Tel. No. Nagoya (23) 7711

Kokusai Kanko Hotel New Nagoya
Tel. No. Nagoya (55) 5131

Nagoya Miyako Hotel
Tel. No. Nagoya (57) 3211

Fujikyu Kanko Hotel
Tel. No. Nagoya (94) 9511

Nagoya Kokusai Hotel
Tel. No. Nagoya (97) 3088

(Yokkaichi)

Yokkaichi Station Hotel
Tel. No. Yokkaichi (2) 4131

(Toba)

Toba Kokusai Hotel
Tel. No. Toba (847)

Hotel Toba Kanko Center
Tel. No. Toba 735, 439

(Kashikojima)

Shima Kanko Hotel
Tel. No. Kashikojima 50, 51, 52.

Iwa-Tune Cultured Pearls

NECKLACES
LOOSE PEARLS
¾ PEARLS
½ PEARLS
Cultivators & Exporters

IWA-TUNE PEARL CO., LTD.

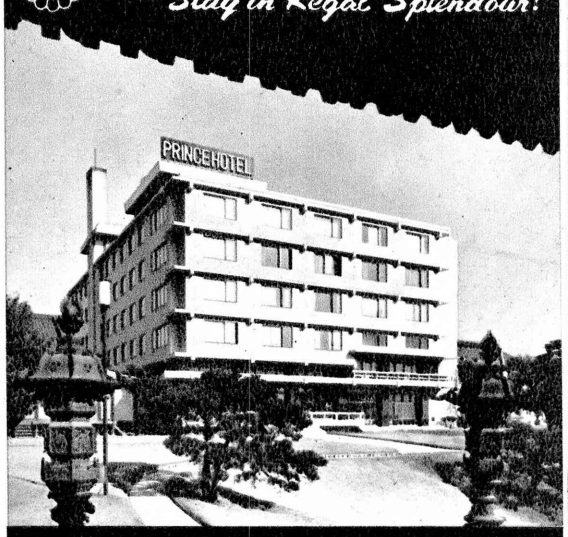
Export Dept.
122, Higashi-machi, Ikuta-ku, Kobe, Japan
P.O. Box 729 Kobe.
Cable Address: IWATUNE KOBE

Head Office & Pearl Farms:
Masaki, Shima-cho, Shima-gun, Mie Pref.

EXPERTS with years of experience and 4,000 branches forming a network all over Japan, offer you tourism services to make you enjoy the true Japan.
For package, independent and fully escorted tours—anywhere in Japan.

NIPPON EXPRESS CO., LTD.
Head Office: Nittsu Bldg., Kanda, Tokyo
NIPPON EXPRESS U.S.A., INC.
2 West 46th St., New York 36, N.Y.
San Francisco Los Angeles

Live Like a Prince
—Stay in Regal Splendour!



Takanawa PRINCE HOTEL

TAKANAWA PRINCE HOTEL

Takanawa Minamicho, Minato-ku, Tokyo
Tel. (441) 4121, 8141 Cable Add. "PRINSOTEL"

AKASAKA PRINCE HOTEL

Kioicho, Chiyoda-ku, Tokyo
Tel. (262) 5151-8 Cable Add. "PRINCE AT TOKYO"

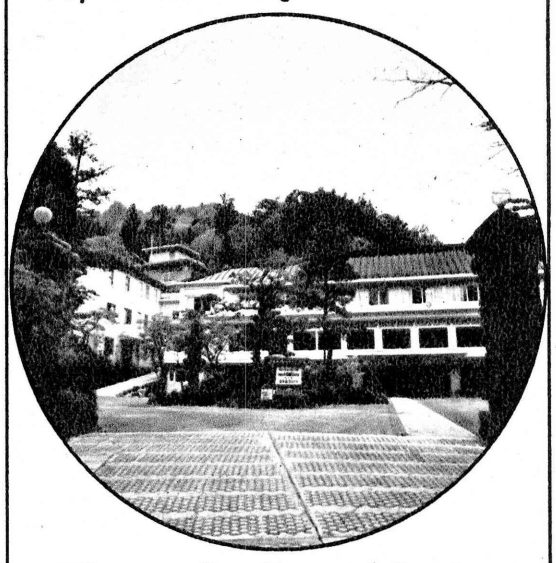
AZABU-PRINCE HOTEL

Azabu-Honmuracho, Minato-ku, Tokyo
Tel. (473) 1111-7 Cable Add. "AZABUPRINCE"

YOKOHAMA PRINCE HOTEL

Masaka, Isogomachi, Isogo-ku, Yokohama
Tel. Yokohama (75) 1381 Cable Add. "YOKOPRINCE"

See more of Beautiful Nikko
and
Stay at Two Leading Hotels in Nikko



Western Comfort and Service

KANAYA HOTEL
Tel: NIKKO (4) 0550/1

KANKO HOTEL
Tel: NIKKO (5) 0356/7

Please inquire at any travel agent, our Tokyo office
Tel: 561-1058
or call direct:

INEXPENSIVE BUT PLEASANT PACKAGE TOURS

Japan abounds in scenic spots and is a treasure house of historical relics and cultural assets. Together with her giant modern industries, Japan is one of the meccas of world tourism.

A foreign visitor making his first trip to Japan may find it difficult to choose a course that will enable him to see Japan at minimum cost in a short period of time.

For such visitors, package tours arranged by representative travel agencies in Japan, will provide an answer.

Three of the most popular package tours in Japan are the Japan Travel Bureau's "Sunrise Tour," Fujita Travel Agency's "Coach Tour" and Fuji Express' "World Bus Tour."

These representative package tours all start from Tokyo and take the visitor to the major scenic spots in Japan, including Nikko, Hakone, Kamakura, Fuji Five Lakes, Nagoya, Ise, Kyoto, Nara, Osaka, Kobe, Okayama, the Inland Sea and other representative sightseeing spots.

The JTB tours generally utilize railways while those of the Fujita Travel Agency and Fuji Express use large-type, specially constructed de luxe buses to transport tourists.

Here are the schedules and routes of these package tours.

JTB's 10-Day Sunrise Tour

JTB's 10-Day Sunrise Tour is so designed as to enable a participant to make a complete tour of Japan's most beautiful and historic spots at a minimum charge in a most effective manner.

Priced by $148 or $14.8 per day, excluding meals, the tour starts from Tokyo and includes Nikko, Kamakura, Hakone, Kyoto, Nara, Osaka, Kobe and Okayama. Aside from the scenic spots in Nikko, Fuji-Hakone and the Inland Sea, the trip also includes sightseeing in the ancient cities of Kyoto and Nara, both of which abound with historical relics and temples and shrines.

For the industrially-minded tourist, there are visits to manufacturing plants of transistor radios and television sets, beer breweries and dairy companies.

JTB operates the tour every day.

1st Day: Tokyo

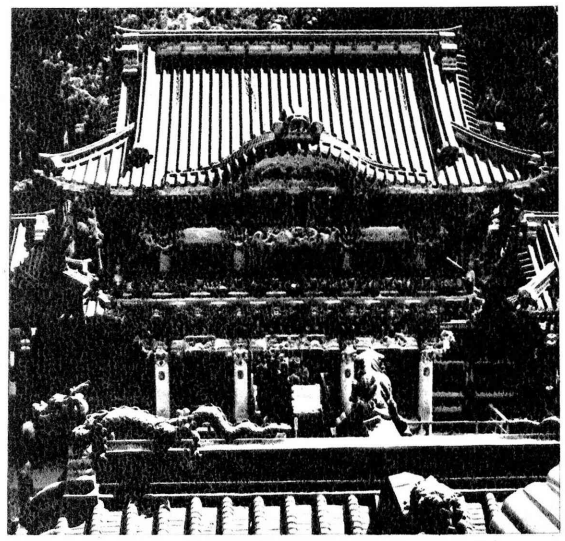
Half a day sight-seeing tour starts in Tokyo. The itinerary includes visits to such memorable places as the Imperial Palace plaza, exotic Asakusa Amusement Center, Rikugien Garden and Kodokan Judo Hall.

Accommodations at Ginza Tokyu Hotel.

2nd Day: Tokyo-Nikko

For the excursion to Nikko, leave hotel for the station by motor coach. Take an air-conditioned limited-express train to Nikko, arriving at Kanaya Hotel. Drive along a 300-year-old cedar avenue and visit a typical Japanese farm house. Luncheon at Kanaya Hotel. After lunch, sight-seeing by motor coach begins. First stop is the Toshogu Shrine and its majestic Yomeimon Gate. Next, a thrilling drive up the zigzag "Irohazaka" driveway to placid Lake Chuzenji via the magnificent Kegon Waterfall. Take express train back to Tokyo, arriving in the evening.

Stay at Ginza Tokyu Hotel.



Yomeimon Gate of Toshogu Shrine

3rd Day: Kamakura-Hakone

Motor coach passes by the famous port city of Yokohama. On the way to Kamakura, visit the Sony (or Toshiba/Hitachi) factories where transistor radios are made. In Kamakura, visit the huge Buddha. Drive along the scenic sunny Pacific coast, passing the busy old stage town of Odawara and up the Hakone mountains to Lake Hakone. From the top, there is a breath-taking view of Mt. Fuji and mirrorlike Lake Hakone. Then on to Hakone Hotel on the lake shore for lunch, visiting en route the site of the former Hakone Barrier along an ancient avenue. After lunch, enjoy a half-hour sight-seeing cruise on the lake.

Room reserved at Fujiya Hotel, Miyanoshita.

4th Day: Hakone-Numazu-Kyoto

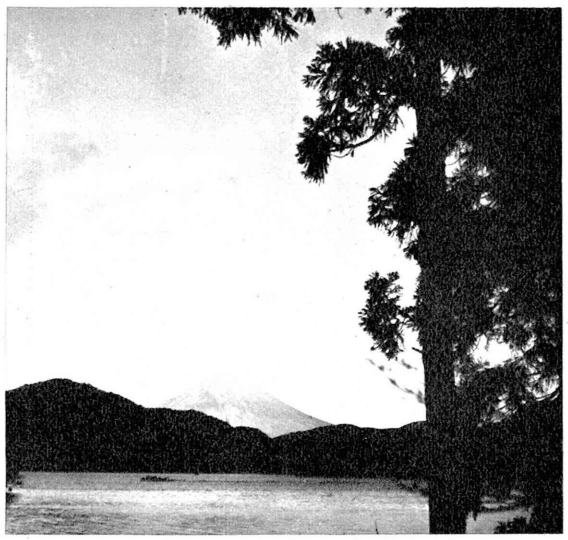
Motor coach leaves the hotel for Numazu to catch the train to Kyoto. The train is one

of Japan's most modernized limited-express trains, running along the Pacific coastline.

In Kyoto, accommodations are made at Miyako Hotel, Kyoto Hotel, or International Hotel Kyoto.

Enjoy the night life in Kyoto.

As optional tours, JTB Kyoto Night Tour and Cormorant Fishing Tour are available.



Mt. Fuji viewed from Lake Ashi

5th Day: Kyoto

Kyoto is truly a priceless repository of Japan's ancient art treasures. In the morning, strolling and shopping among Kyoto's picturesque lanes, or join the optional Morning Tour operated daily by JTB.

The scheduled half a day sight-seeing tour includes visit to Higashi Honganji Temple, Nijo Castle, Old Imperial Palace (exception: Saturdays, Sundays and national holidays) and Golden Pavilion.

6th Day: Kyoto

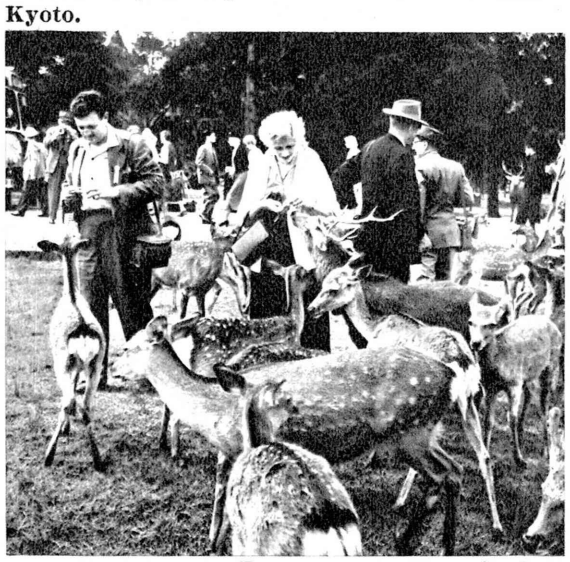
Kyoto is also a mecca for shoppers. Many exciting and worthwhile hours can be spent hunting for silk fabrics, brocades, embroideries, pearls, lacquerware, earthenware, porcelain, cloisonne, fans, dolls, bronzeware, curios, etc.

In the daytime, take one of the following optional tours operated by JTB: Kyoto Art and Craft Tour, Kyoto Garden Tour and Hozu Rapids Tour. Some of these tours are operated in season only, but all of them are enchanting, educational and economical.

In the evening, a Sukiyaki dinner party attended by geisha. Sukiyaki is genuine Japanese cuisine, the main ingredient is tender Japanese beef. You'll be handling chopsticks with surprising skill, and later enjoy the geisha dances accompanied by samisen music.

Accommodations at Miyako Hotel, Kyoto Hotel, or International Hotel Kyoto.

Mt. Hiei Hotel, a member of Japan Hotel Association, is a pleasant resort hotel near Kyoto.



Tame deer in Nara Park

7th Dav: Kyoto-Nara-Osaka-Kobe

In the morning, visit Nara, another ancient capital of Japan. On the way, visit a tilery to see how Japanese roof tiles are made. Sightseeing tour in Nara includes a visit to Daibutsu (colossal bronze image of Buddha) housed by the world's largest wooden building, Kasuga Shrine and Deer Park.

In the afternoon, motor coach continues on to Osaka. Visit lofty Osaka Castle from where the entire city can be seen and either Snow Brand milk products or Asahi Beer factory.

SEE Mt.FUJI
and listen to
10-LANGUAGE PERSONAL GUIDE

Every Saturday Noon From Tokyo

- 2-day weekend tour from downtown Tokyo hotels to Fuji Five Lakes.
- Ascent in comfort to 5th station of Mt. Fuji (7,500 ft. above sea level) thru scenic countryside

Mt. FUJI 5th Station
Lake Yamanaka
Lake Kawaguchi
HOTEL Mt. Fuji
Fuji View Hotel 16:40
17:20
Fuji New Grand Hotel 17:40
Bus calls at Ginza Tokyu, Imperial, Palace Hotels and Shinjuku Station
TOKYO

FUJI KYUKO INT'L DEPT.
Call: Tokyo 211-7627

5-DAY COACH TOUR
TOKYO → KYOTO
only $98

2-DAY HAKONE ····· ($ 25)
2-DAY FUJIYAMA ····· ($ 38)
3-DAY FUJI-HAKONE ···($ 50)
6-DAY TOKYO-KYOTO($ 118)
8-DAY JAPAN TOUR···($ 176)
9-DAY JAPAN TOUR···($ 196)
10-DAY JAPAN TOUR · ($ 235)
"TANOSHII" 5-DAY TOUR ($75)
"TANOSHII" 7-DAY TOUR ($128)

TOKYO
KAMAKURA
HAKONE SPA
OKITSU (Japanese Inn)
NAGOYA
PEARL ISL.
OSAKA
KYOTO
NARA

All meals
Best hotels
Rooms with bath
Guide & hostess

FUJITA TRAVEL SERVICE
TEL : 571-8754, 5342, 1484

It's
TOBU
for
NIKKO
WITH MUSIC IN COMFORT

Fast, Limited and Frequent Service/ Only 106-minute away from Asakusa, Tokyo/All seats reserved on "Romance Car"/14 express trains each way a day.

Enquiries received at Japan Travel Service (Tel. 871–2695) or Japan Travel Bureau (Tel. 211–3211)

TŌBU RAILWAY

ALL YEAR ROUND RESORT in NIKKO

A mere 3-hour ride from Tokyo will take you to one of Japan's never-to-be-forgotten nature's wonderland at its glorious height of beauty and serenity.

For reservations,
call any travel agent or direct

THE LAKESIDE HOTEL

NIKKO NATIONAL PARK
Tel. 0288-5-0322

INEXPENSIVE BUT PLEASANT PACKAGE TOURS

Tour ends in Kobe. Kobe, one of the most important industrial port cities of Japan, is a gateway city to the Inland Sea National Park.

Accommodations at Hotel New Port.

8th Day: Kobe-Inland Sea-Takamatsu

Inland Sea trip starts. In the morning, leave the hotel by motor coach for the pier, and there get on board a new luxury boat for Takamatsu on Shikoku Island.

Bordered by beautiful seashores and dotted with more than 950 islands of all sizes and shapes, the Inland Sea is almost a tapestry of nature.

In the afternoon, go on a sight-seeing tour by motor coach in Takamatsu and visit Ritsu-rin Park and Yashima Plateau.

Room is reserved at Idoya Bekkan Inn. Here the tourist is treated exactly as a guest in a Japanese home in a Japanese way. You take a Japanese bath and sleep on a futon mattress spread on a soft tatami floor.

Inland Sea

9th Day: Takamatsu-Uno-Washuzan Hill-Kurashiki-Okayama-Osaka

In the morning , return across the Inland Sea to the main island. Leave the ferryboat at Uno. Motor coach takes passengers to Washuzan Hill, which literally means Eagle Wing Hill. From the top, there is a splendid view of the Inland Sea and its islets, and all types of vessels threading their way among them. Drive continues on to Kurashiki, a city of culture, featuring museums of both Japanese and Occidental arts, folkcrafts and archeology.

In the afternoon, visit one of these museums. Kurashiki once thrived as a port for the shipment of rice produced in a nearby district and there still remain old granaries and houses standing in the authentic atmosphere of the Edo period, the feudal age of the Tokugawa Shogunate.

Then leave this nostalgic city for Okayama, resting at Hotel New Okayama until talking an express train for Osaka.

Accommodations at Osaka International Hotel.

Osaka has many night clubs and cabarets. As an optional tour, the Osaka Night Tour is available, operated daily by JTB.

10th Day: Osaka-Tokyo

In the afternoon, leave Osaka Station by motor coach to catch the limited-express train back to Tokyo. After a scenic 6½-hour ride, you arrive at Tokyo Central Station and the tour disbands there. A JTB courier-guide will help you on request to call a taxi for your hotel.

(The hotels listed in the above itinerary may be changed in some cases to other similar hotels.)

Fujita's 5-Day Coach Tour

The Tokaido Highway is internationally known through the media of woodblock prints of Hiroshige. Many of the prints from Hiroshige's "Fifty-Three Stations on the Tokaido" have been reproduced in Japanese postage stamps, in advertising, and in illustrations.

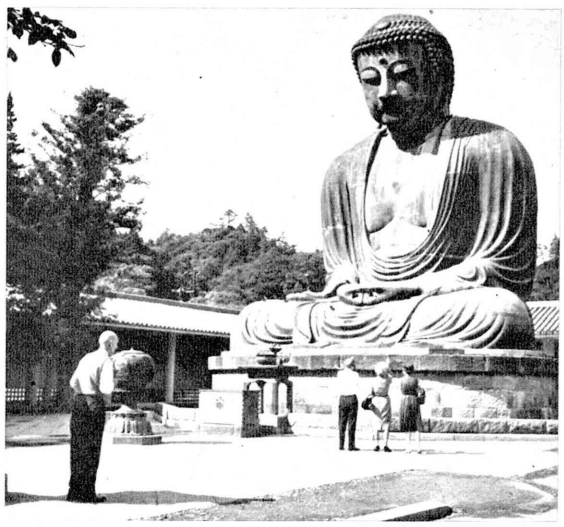
Priced by $98, the 5-day all-inclusive Fujita motorcoach tour takes you along most of this scenic and historic highway which in ancient times was traversed on foot or on horseback.

The tour utilizes air-conditioned motorcoaches, in complete comfort on 3-position reclining seats.

Fujita Travel Agency operates this package tour every Tuesday, Wednesday, Friday and Saturday.

1st Day: Tokyo-Kamakura-Odawara-Hakone Spa

9:30 a.m. Depart from Imperial Hotel for Kamakura via Yokohama. Upon arrival at Kamakura (headquarters of the Kamakura Shogunate in the 12th Century) we visit



Great Buddha in Kamakura

the Great Buddha, a huge image of Buddha cast in 1252. Lunch is served at Kaseiro, a first class Chinese restaurant. Our drive is continued for Fuji-Hakone National Park, along the scenic Pacific Seaside Driveway of Enoshima and through the old castle town of Odawara, gateway to the National Park. After passing through the new sleek Hakone By-pass we take a fascinating drive through the Skyline Toll Road along the western ridge of Mt. Hakone. The Toll Road commands an inspiring panoramic view of Mt. Fuji, Lake Hakone and the Pacific Ocean. En route to Kowakidani, we visit Big Hell (an active sulphur geyser with its bubbling hot springs). In the early afternoon we will arrive at Hotel Kowakien, an ultra-modern western style resort hotel in the very heart of the Hakone Hot Spring Resort. A Welcome Sukiyaki Dinner Party in the Main Dining Hall for Tour Guests highlights a day of pleasant travel.

2nd Day: Japanese Inn-Shizuoka-Benten Islet-Nagoya

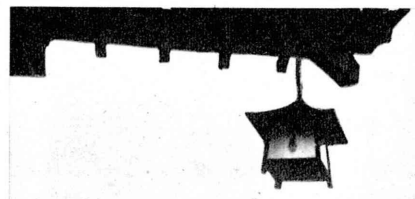
8:30 a.m. Leave from the hotel for Okitsu driving through the rich tea plantations and mandarin orange groves and typical Japanese farm houses. And along the scenic Pacific Coast line with thousands of picturesque evergreen pine trees. The famed Minakuchiya Inn at Okitsu, subject of the best seller, "Japanese Inn," by Oliver Statler, stands beautifully along the highway, once the legendary landmark of historic Tokaido (the Imperial Highway of Old Japan). In Shizuoka, capital city of Shizuoka Prefecture, we stop at a lovely restaurant for a steak luncheon. In about two hours we arrive at scenic Benten Islet on Lake Hamana and its many fish hatcheries. Refreshments and relaxed viewing of the scenic tranquility of the lake. We now depart for Nagoya, the largest industrial city in central Japan, via Toyohashi. In two hours we arrive in Nagoya, our destination for the day. Dinner and accommodations at Hotel New Nagoya.

3rd Day: Mikimoto Pearl Island-Grand Shrine-Kyoto

8:00 a.m. Depart from Hotel New Nagoya for Mikimoto Pearl Island via Yokkaichi, the largest sea port and a fast growing industrial center in Mie Prefecture. Upon arrival at Toba, home of Mikimoto Pearl, a tempura luncheon is served at a first class restaurant overlooking Pearl Bay. After lunch we will see the entire process of pearl cultivation at Mikimoto Pearl Island. This is where Kokichi Mikimoto succeeded in cultivating the cultured pearl in 1893. Pearl Island is now a

Maiko-Geisha Entertainment

Model Farm displaying the entire pearl culture process to visitors. We will see the woman divers at work among the oyster beds. We proceed now to the Grand Shrine of Ise, mecca of Japanese Shintoism. The holy precincts covor 379 acres. Over the Suzuka Pass, which is 1,800 feet above sea level, the motorcoach proceeds along Lake Biwa, the largest fresh water lake in Japan. Upon arrival in this historic capital city of Kyoto, we check in at International Hotel Kyoto, the newest, the largest, and with most modern accommodations. We will enjoy a Welcome-to-Kyoto dinner with authentic Maiko-Geisha Entertainment in the Main Dining Hall.



What's so special about . . .

the FUJIYA HOTEL chain

in the Fuji-Hakone National Park

Just about everything . . .

Only 2-hour ride from Tokyo
Rich hot springs
Commands a magnificent view of
Mt. Fuji and the surrounding lakes.
Enjoy year round recreation !
Fish, golf, swim or go for
a thrilling boat ride !

FUJIYA HOTEL

Miyanoshita, Hakone

Japan's most distinguished resort for 86 years
Cable Address: FUJIYAHOTEL
Telex: 217-18 (FUJIYAHOTEL)

HAKONE HOTEL
on Lake Hakone

Fujiya Sengoku Annex
& 18 hole golf course
Sengokuhara, Hakone

Fuji-View Hotel
on Lake Kawaguchi

Kikka-so (Japanese Inn)
Miyanoshita, Hakone

For reservations, call your travel agent or our Booking Offices
Tokyo 572-1625/6,
Telex: 24-151 (FUJIYAHOTEL)
Osaka 631-8947

QUALITY STORES...
KYOTO
PIONEER MERCHANTS' ASSOCIATION

TRADE MARK
Established 1887
Manufacturers & Dealers

INABA CLOISONNE CO.
CLOISONNE WARE & ARTISTIC ENAMELWARE
Main Store: Sanjo Shirakawabashi, Kyoto. Phone: 77-2276, 2329
Tokyo Branch: 2nd Floor, Sukiyabashi Shopping Center
5-4, Ginza Nishi, Tokyo. Phone: 571-8071

Fine Silks
Open Daily 9 a.m.-5 p.m.
TATSUMURA SILK MANSION
Shimogawara-cho, Nanzenji, Kyoto
Tel. (77) 1220, 1700

Modern & Antique
ARTS and CRAFTS
YOKOYAMA, INC.
Nawate, Shinbashi-Agaru,
Higashiyama-ku, Kyoto
KYOTO and TOKYO

Kyoto's only Resort Hotel
THE Mt. HIEI HOTEL

↑ Mt. Hiei Hotel

★ Commands a glorious view of Lake Biwa & Kyoto
★ Comfortable accommodations for foreigners
★ Conveniently located . . . only 20 min. from Kyoto Station
Our private bus runs daily between Kyoto Station and the hotel.
★ Only an hour's drive on the super MEISHIN HIGHWAY is required to reach here from either ITAMI (Osaka) AIRPORT or Osaka.

Hieizan, Sakyo-ku, Kyoto
Tel. (78) 1126

HOTEL'S CITY OFFICE
Gion-Ishidanshita, Higashiyama-ku, Kyoto
(Gion Kaikan) Tel. (56) 6475

INEXPENSIVE BUT PLEASANT PACKAGE TOURS

4th Day: Kyoto-Nara-Osaka-Kyoto

9:00 a.m. First we will visit Kinkakuji (the Golden Pavilion), originally built by Shogun Yoshimitsu Ashikaga in 1397 for his private villa. The walls of the temple were gold-plated, thus its name, Kinkakuji. Then we will visit one of Kyoto's most historic silk Mansion where traditional finger-nail weaving and a variety of silk materials will be seen. Then visit the Hall of 1,001 Statues of Buddha (Sanju-Sangen-Do) where there are one thousand and one carved wooden images of Kannon (Goddess of Mercy) on the long altar, over 700 years old. Then on to Nara touring through the rich tea plantations of Uji. Arrive at Nara Hotel in lovely Nara Park where lunch will be served. We leave the hotel for sightseeing of Nara. The capital of this country during the reigns of seven Emperors from 708 to 778 A.D., the city still has an aura of antiquity, with the world's largest wooden building, the Todaiji Temple, housing a 53 feet high bronze Daibutsu, the Kofukuji Temple with its beautiful Five Storied Pagoda, the vermillion painted Kasuga Shrine, and the Deer Park with hundreds of tame roaming deer. Leaving Nara for the bustling industrial City of Osaka via scenic Ikoma Pass, overlooking the greater Osaka area, we see the picturesque Osaka Castle en route finally arriving at the Taikoen Garden Restaurant (ex-villa of Baron Fujita) to enjoy a Genghis Kahn style Barbecue feast. Soon after dinner we start our return to Kyoto traveling along the Keihan Highway for another night at International Hotel Kyoto.

5th Day: Kyoto

9:30 a.m. In the morning we visit Nijo Castle, built as a private residence for the Tokugawa Shogun in 1603. After the Meiji Restoration in 1868 the castle was taken over by the Imperial Household and converted to a Detached Palace. Later it was given to the City of Kyoto, in 1939. The palace houses many historic and artistic objects, and beautiful Japanese gardens. The tour party disbands after a Sayonara Luncheon Party in the hotel.

Transfer can be arranged to the railway station or to the Osaka International Airport for connection with outgoing flights to Hong Kong or Taipei, or for domestic flights for visits to other cities in Japan.

Fuji Express' World Bus Tour

This tour utilizes a bus equipped with a device capable of simultaneously providing information in 10 languages to foreign passengers.

Dubbed the "World Bus," it is the result of extensive research over a period of three years.

Special tape recordings in 10 languages are installed in the device. The languages are Chinese, French, German, Italian, Hindi, Malayan, Russian, Spanish, English and Japanese.

A passenger on the bus can obtain information in the language he desires by just pressing a button. The recordings all contain the same information on the local districts, Japanese culture and history. Earphones are available for all passengers. The bus can accommodate 30 passengers.

Fare and Timetable of World Bus

Tokyo—Fuji Lakes

(Every Saturday, ¥1,500 per person)

Ginza Tokyu Hotel (Ginza)	12:00 noon
Imperial Hotel (Hibiya)	12:20 p.m.
Palace Hotel (Marunouchi)	12:30 p.m.
Yasuda Seimei Bldg. (Shinjuku)	1:00 p.m.
(Via the Kohshu Highway)	
Fuji View Hotel (L. Kawaguchi)	4:40 p.m.
Hotel Mt. Fuji (L. Yamanaka)	5.20 p.m.
Fuji New Grand Hotel (")	5:40 p.m.

Ascent to Mt. Fuji

(Every Sunday, ¥1,200 per person)

A scenic drive halfway up Mt. Fuji . . . about 4½ hours.

Fuji New Grand Hotel	10:00 a.m.
Hotel Mt. Fuji	10:15 a.m.
Fuji View Hotel	11:00 a.m.

(Return to your hotel in the mid-afternoon in time for departure for Tokyo.)

Fuji Lakes—Tokyo

(Every Sunday, ¥1,500 per person)

Fuji New Grand Hotel	3:45 p.m.
Hotel Mt. Fuji	4:00 p.m.
Fuji View Hotel	4:45 p.m.
(Via the Kohshu Highway)	
Shinjuku Station (West Side)	8:30 p.m.

Note: a) Three operations a week during July and August, leaving Tokyo every Tuesday, Thursday and Saturday. The schedule will remain unchanged. b) Upon request, hotels will also be arranged in connection with the transportation.

CLOISONNE
An Imported Handicraft Becomes A Japanese Art

七宝

Cloisonne, the radiant beauty of which can be compared to a pearl shining up from the bottom of the sea, combines a great variety of colors and hues into exquisitely made pieces of art work that rival the most lovely works of jewelry found anywhere in the world.

As such, these articles of Japanese handicraft are products of which Japan can be justly proud.

Despite the high degree of skill and artistry which go into Japanese cloisonne ware, the industry is not one that was invented in Japan.

A great amount of Japanese cultural and art stems from the Chinese mainland. Cloisonne first came to Japan through China.

CRESCENT

Tokyo's Original French Restaurant

Open daily
11:30 a.m. to
10:00 p.m.

Free Parking Space
Tel. (431) 1222, 3125

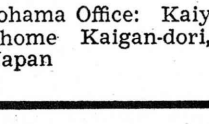
1, 8-Gochi, Shiba Park, Tokyo

AMID CONTINENTAL SURROUNDINGS

European Dishes MOON CREST

Affiliated with CRESCENT
9:30 a.m. to 10:00 p.m.
Closed Sundays

Nisseki Building Arcade
1-chome, Tamura-cho, Minato-ku, Tokyo



Tel. (502) 1031, 1032

An Outstanding English Language Daily

The Japan Times

¥20 a copy; ¥490 per month
Overseas seamail subscription rate
¥900 (U.S.$2.50) per month

The Japan Times
Daily Airmail Edition

AIRMAIL SUBSCRIPTION RATES
per month

Zone I (Asia, Oceania, Australia, New Zealand) .....¥2,880 (U.S.$8.00)
Zone II (North America, Central America, Hawaii) .....¥3,420 (U.S.$9.50)
Zone III (Europe, Africa, South America, Near East Countries)..¥3,960 (U.S.$11.00)
Okinawa Zone ....¥2,340 (U.S.$6.50)

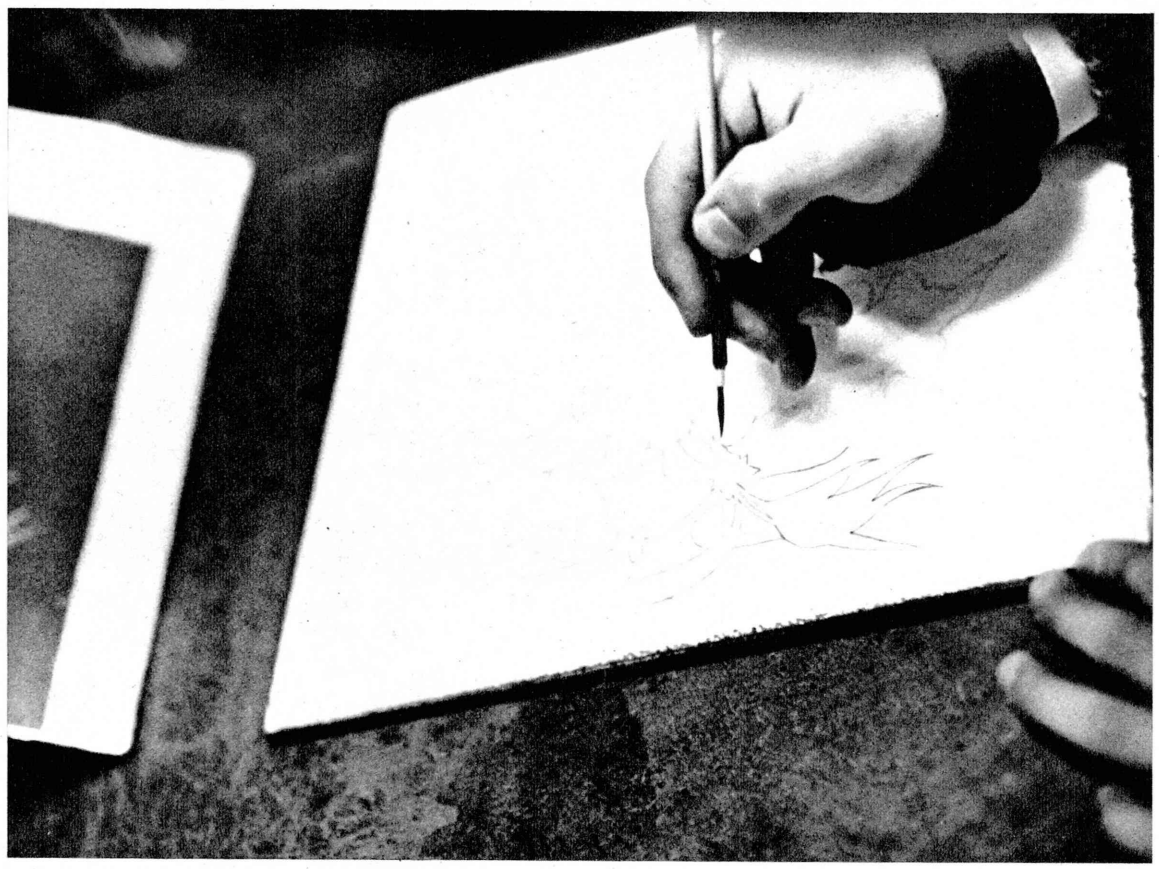
The Japan Times Monthly Bound Volume

Seamail subscription rate
. . . ¥1,385 (U.S. $3.86) per month

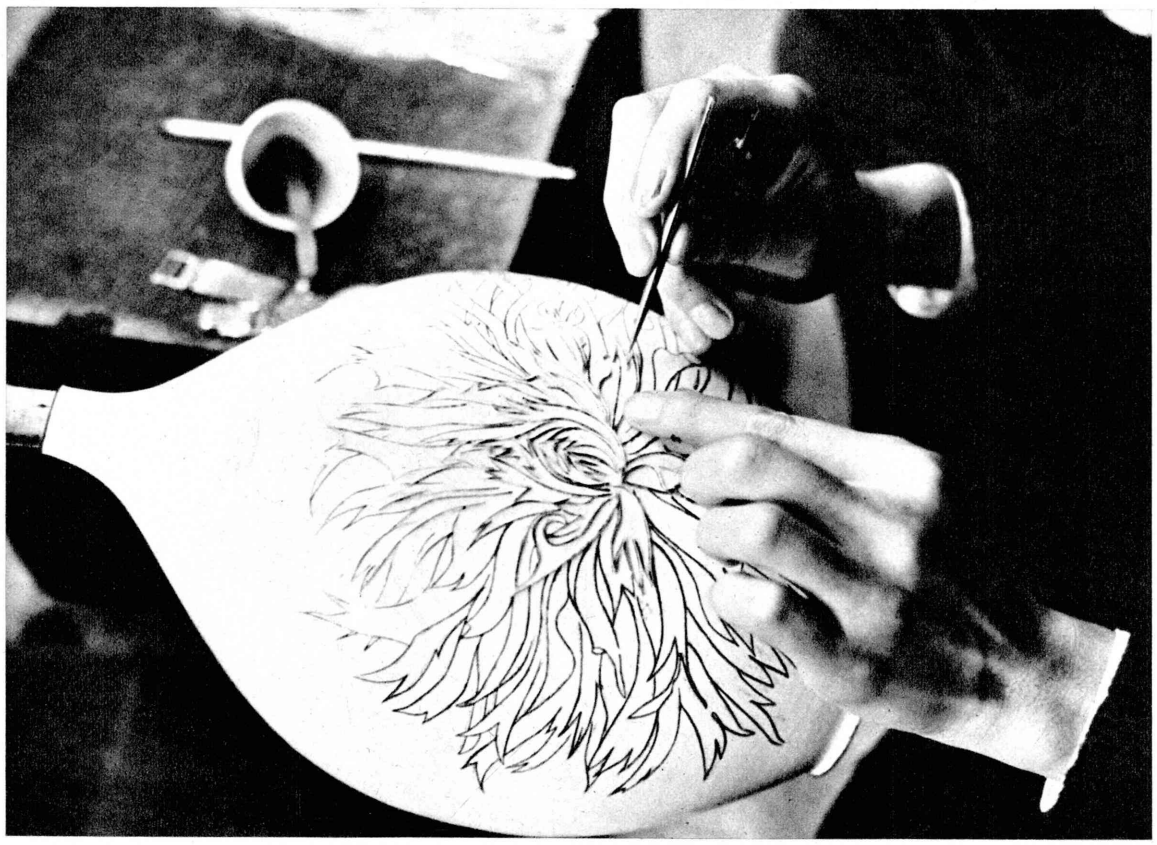
Daily airmail edition and Monthly bound volume are printed in tabloid size on high-quality India paper

The Japan Times, Ltd.

Head Office: 1-1, Uchisaiwai-cho, Chiyoda-ku, Tokyo, Japan Tel: 591-5311/9
Osaka Office: Yodoyabashi Bldg., 1-chome, Nakanoshima, Kita-ku, Osaka, Japan Tel: 202-3591
Yokohama Office: Kaiyo Kaikan Bldg., 1-chome Kaigan-dori, Naka-ku, Yokohama, Japan Tel: 20-8488



The original painting is copied carefully and laboriously.



Silver lines are pasted one by one.

The Chinese first learned of cloisonne through its ancient trade with Europe. It is said that the originators of cloisonne were Egypt and Phoenicia.

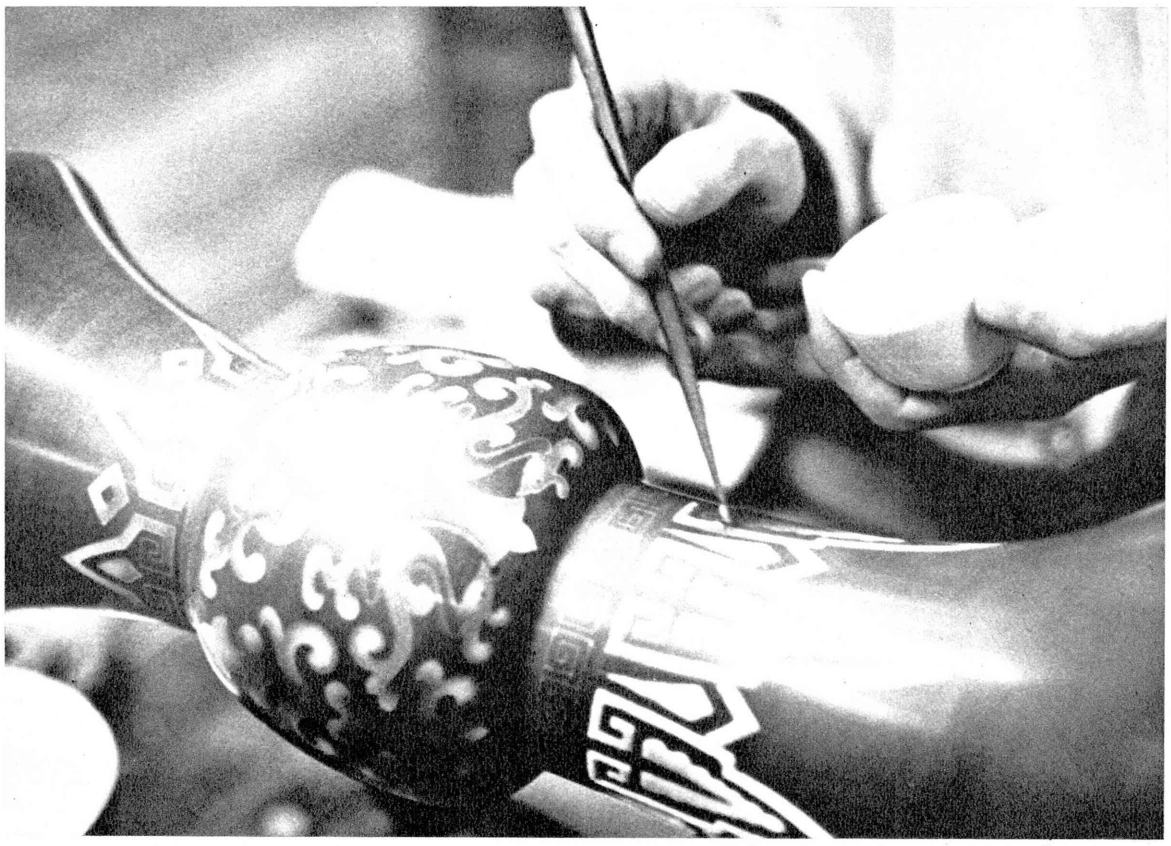
During the early period of Japanese production of this artcraft the results were of rather poor quality and resembled nothing so much as an attempt at grand pottery. However, the ability of Japanese artists improved through the years and cloisonne began to take on a distinctive Japanese flavor.

Cloisonne artists in Japan are believed to have created some highly elaborate works as long ago as the 8th century. The history of advances in cloisonne artisanship has been sporadic, with emphasis on the art form varying in direct relation to the general flourishing and waning of Japanese cultural epochs.

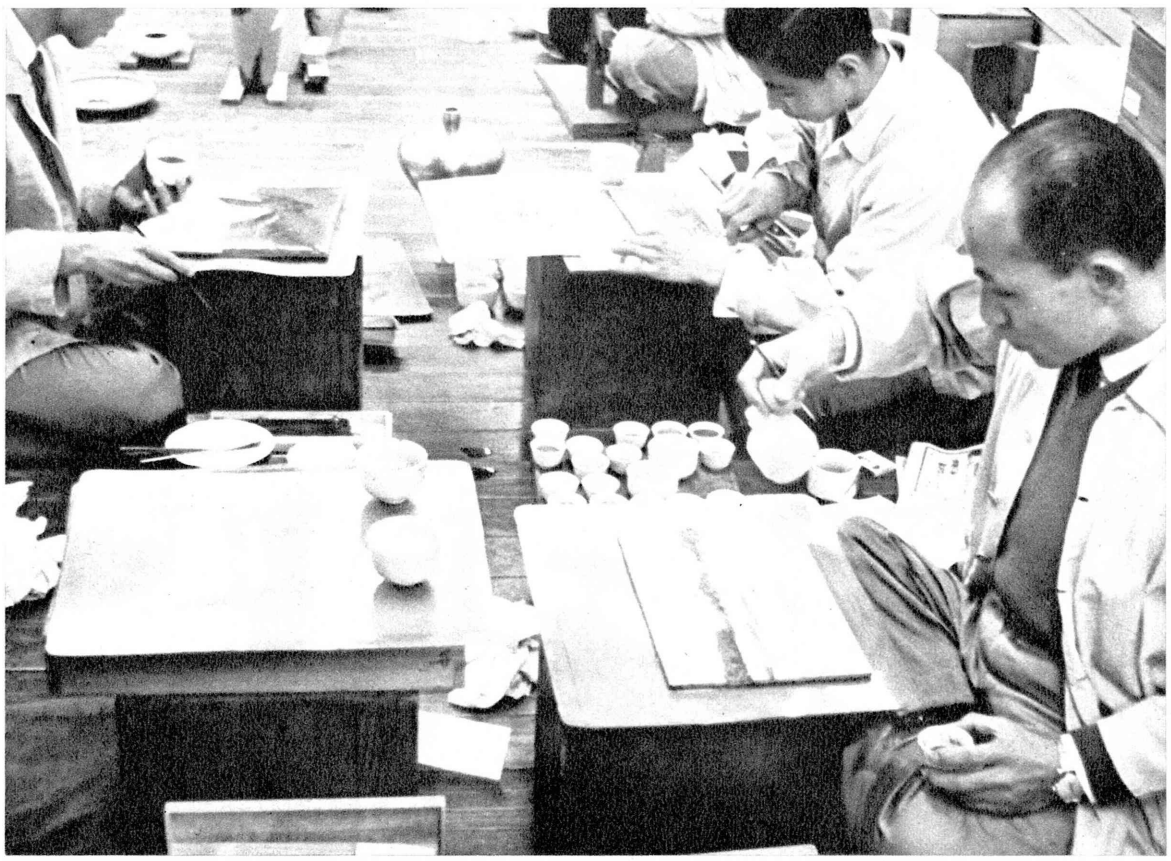
Not a small amount of cloisonne of olden times are now found among the collection of the Shosoin Imperial Treasury Hall in the compound of the Todaiji Temple in Nara where the best of the 8th century's polytechnic art objects are preserved intact.

One may also find the interior of the Katsura Imperial Detached Palace in Kyoto and the Nagoya Castle in Nagoya decorated with quite a few examples of old cloisonne.

The cloisonne work of Japan as we are going to present it here, or the comtemporary craft with an incised design streaked with golden or silvery colors, dates only as far back as to mid-19th century when Kaji Tsunekichi, that century's master, developed a



Colors are painted within the space made by the silver lines and the product is baked in a oven.



Various types of colors are used on the products.

unique formula of cloisonne manufacture entirely different from all foreign counterparts.

As against champleve work practiced in France and other Western ceramics producing countries, the Japanese cloisonne artist sets in a lineal drawing on his work by pasting on its surface numerous infinitesimal fillets, silver or gold of high purity, one at a time.

One elaborate streak after another on the base, which is usually made of either copper or silver, is laid on and the design is drawn by means of these fillets and every stroke involved in this work must be done with the utmost artistic sensitivity. And it is herein that a distinct difference lies between Japan's cloisonne and similar forms of the art abroad.

Each fillet, usually only about one millimeter thick and about 1.5 millimeters wide, must be bent and clipped to match exactly every line drawn on the base design.

Then it is pasted on the design by means of an adhesive extracted from the bulbs of an orchid.

Needless to say, this process of tracing out the design with a number of fillets defies any attempt to mechanize it.

To process even a small flower vase's tiny pattern may be a job which consumes weeks of the artist's labor. Months of time may have to go into a more exquisite pattern.

There is no such thing as a factory for the manufacture of the cloisonne. An artist or

NEW !!

All rooms have just been completely renovated.

250 rooms 470 beds

Main Dining Room & 5 Restaurants, Cocktail Lounge, Banquet Halls, Shops.

Tariff:

Single .....$ 5.27 & up
Double .....$ 8.33 & up
Twin .....$10.00 & up
Suite $25.00

All with private bath, soundproofed, air-conditioned.

Conveniently located right in the center of the town for both sightseeing & shopping.

Kyoto Hotel

Kawaramachi-Oike, Nakagyo-ku, Kyoto
Tel: 23-5301/9, 23-4301/9
Telex: 338-26 KYO, Cable: KYOHO KYOTO

INAGIKU

For the finest tempura eat in Tokyo . . .

at 稲ぎく

Prepared by chefs with years of experience. Huge round tempura table seating 30 is ideal for parties.

For reservations:
Phone 661-8855, 9988
6, 2-chome, Kayaba-cho, Nihonbashi, Chuo-ku, Tokyo
For Taxi Driver : 茅場町2丁目6市場通り

Polishing has to be done by human hands.

an artisan, whichever may be the right word, as shown here, usually works alone in his studio, mute and silent, with his heart and soul going into his work.

The surface decoration that thus takes shape between bent gold and silver wire fillets secured to the base, is then enameled and baked over and over again until the artist is fully satisfies that all his intended effects have been included.

Finally some polishing and decorating processes complete the entire course of his work.

Naturally, cloisonne fetches a price it is worth. A tiny vase with a simple pattern must be said to be very reasonable at $100.

Despite all this, what is responsible for this nicety of humanity called cloisonne is, above all else, the tactile impression of utmost delicacy with which the Japanese master artists work on their art objects.

The two major dealers in cloisonne here are: Ando Shippo cloisonne Store of Naka Ward, Nagoya whose Tokyo branch is located at 5-chome, Ginza, Tokyo and Inaba Shippo K.K. of Higashiyama Ward, Kyoto whose Tokyo office is situated within the Sukiyabashi Shopping Center, Nishi-Ginza, Tokyo.

ARCADE

A TREASURE ISLAND FOR SHOPPERS

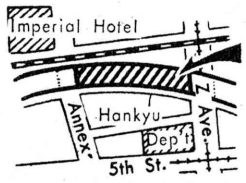
Selected Souvenirs & Gift Goods on Display

Sukiyabashi SHOPPING CENTER

80 Leading & Dependable Shops on Tokyo's 5th Avenue

Open 10 a.m.–9 p.m.

Near Imperial Hotel



数寄屋橋シヨツピング・センター

FANS

Fans

Displayed at
Harumi Trade Center
No. 3 Bldg.
Korinkaku Silk Gallery

Fan & Calendar Manufacturer

IBASEN & CO., LTD.

Nihonbashi-Kobuna-cho, Chuo-ku, Tokyo
Tel: 661-3913/4, 866-9261/5

All Kinds of Free Catalogs Upon Request

ART & CRAFT

ARTS and CRAFTS
Modern & Antique

YOKOYAMA, INC.

KYOTO (MAIN STORE)
NAWATE, SHINBASHI-AGARU,
HIGASHIYAMA-KU, KYOTO
TEL: KYOTO 56-9151

TOKYO
SUKIYABASHI SHOPPING CENTER
GINZA-NISHI, CHUO-KU, TOKYO
TEL: 571-8074

—ARCADE SHOPS—

MIYAKO HOTEL
INTERNATIONAL HOTEL KYOTO
KYOTO HOTEL
HOTEL OKURA
HOTEL NEW JAPAN
TOKYO HILTON HOTEL

PEARLS

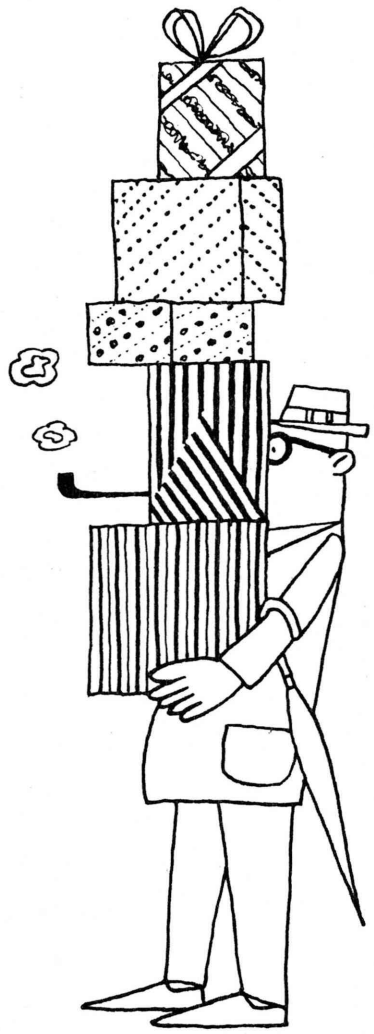
Cultured Pearls Jewelry

FOR THE VERY BEST IN PEARLS !

Mayuyama & Co.

NIKKATSU ARCADE, Tokyo Tel: 271-5853
IMPERIAL HOTEL, Tokyo Tel: 591-6655

SHOPPING TIPS TO TOURISTS



FOLKCRAFT

FOLKCRAFTS
Painted Screens All kinds of Lanterns
Paper & Silk Umbrellas Big Fans
and other Art Goods

Mail orders accepted. We shall be pleased to send you a catalogue on request

SHIMURA'S

INTERNATIONAL ARCADE:
1-1, Uchisaiwaicho, Chiyoda-ku
Close to the Imperial Hotel Annex
Tel. 501-5756

HARAJUKU SHOP:
1-98, Onden, Shibuya-ku
Yoyogi St. Bet. F Ave. & 30th St. Tel. 401-6322

FRAMES

Oils, Sculpture
Wood-block Prints
Frames

1-chome, Aoyama Kitamachi 401-2059, 7750

Kaigado

CHINAWARE

CHINAWARE

KOYANAGI & CO.

Tel: 561-3601

1-chome, Ginza (on Ginza St.)
In front of Theatre Tokyo

SWORDS

Perfect combination of design and quality

Ⓜ Tomoe-cho Shiba Tel. 431-0654
• Ginza International Arcade
• Hotel New Japan Arcade

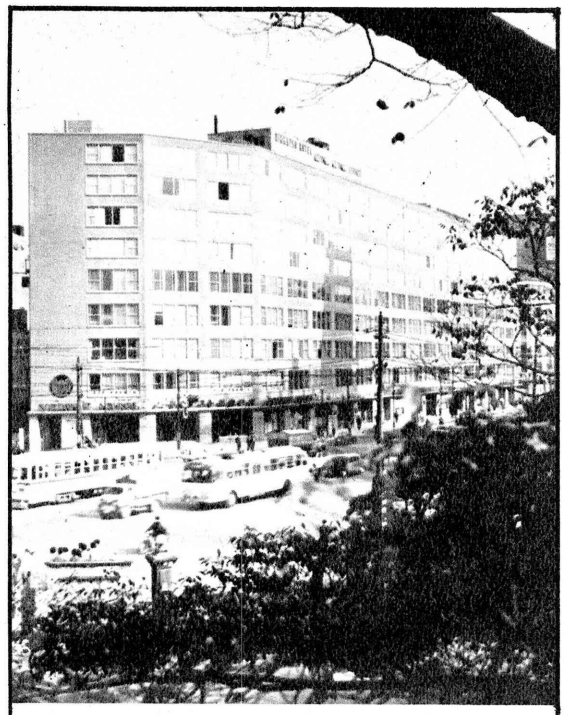
JAPAN SWORD

SHIRTS

The Elite Wear

TANI SHIRT CO.

Since 1930
CUSTOM SHIRT MAKER
Tel: 408-5566/7
C.P.O. Box 1616
Tokyo



NIKKATSU HOSPITALITY

in the center of activities

Tokyo NIKKATSU HOTEL

Address: Yuraku-cho, Chiyoda-ku, Tokyo
Tel: 271-2261(10), 2271(10)
Cable: NIKKATSUHOTEL TOKYO
Telex: 22-207

ORIENT'S MOST LUXURIOUS RESTAURANT

PRUNIER (Seafood dishes)
GRILL ROSSINI
CATTLEYA ROOM
(Main dining room)
SUKIYAKI ROOM
BAR & COCKTAIL LOUNGE

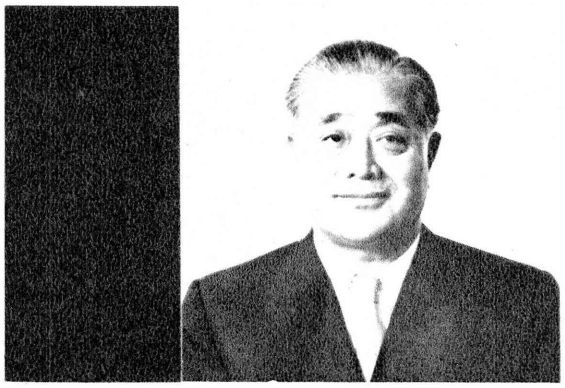
in front of Imperial Palace

TOKYO KAIKAN

TEL: (271) 2181/9

BEST OF JAPAN

As Recommended by Noted Personalities



Shigeo Horie, president of the Bank of Tokyo, is one of Japan's foremost business leaders today. Horie, now 61, is a doctor of economics and his book, "Study of International Monetary Funds," will be published in London this coming June.

Wakening of Sakya

By SHIGEO HORIE

There are so many things I want to show that I am confused to make the right selection.

Especially, however, I want to recommend the "Wakening of Sakya" as one of the nation's outstanding cultural assets.

Yasuzaemon Matsunaga, awed as "a demon of electricity" and who has played a "superman-like" role in reconstructing Japan's economy right after World War II, particularly in the development of electric power, is one of the great men I respect.

It is well known that the 90-year-old "born businessman" loves this picture more than anything else in the world and is keeping the painting in his home in Odawara south of Tokyo.

Essence of Culture

For this reason, I believe that this could be one of the paintings I would like to introduce to foreigners visiting Japan for the first time wishing to feel the essence of Japanese culture in person.

It goes without saying that Buddhist paintings will represent Japanese paintings.

Sections of the painting.

There are so many pictures depicting the image of Buddha immediately after his death surrounded by Buddhist saints, heavenly kings and human beasts around a coffin.

However, the "Wakening of Sakya" differs completely from the so-called picture of Nirvana as it is focused on the intensity and strength concealed in Nirvana thought.

Sakya, with palms together, rises by opening the coffin lid and many Buddhist saints gaze at him all at once and a great crowd of people and heavens watch it in awe.

No Sad Expression

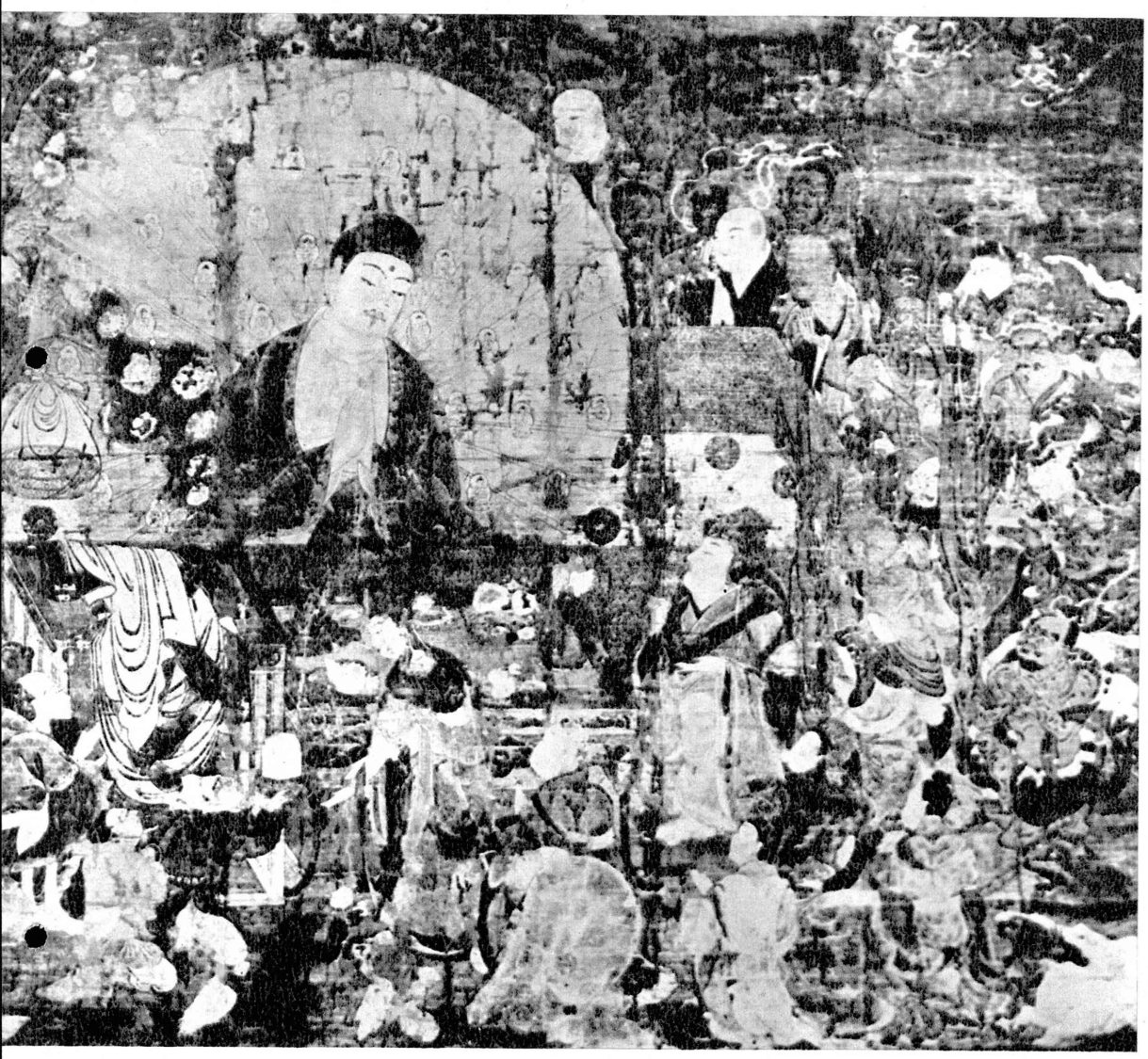
There is no expression of sorrow mourning the death of Sakya but only a vivid expression of joy over the resurrection of Sakya with reverence.

Also color combinations beside the main subject make this picture a very unique one but the most impressive point is the great painting's dynamic force.

It is understandable why Matsunaga was so engrossed in the painting while having the difficult task of reorganizing Japan's electric industry.

Also, it reminds us of the Resurrection of Christ as the painting symbolizes the image of Buddha after his death and a new life. In this sense, I feel certain that people coming to Japan will have a strong interest in this great painting.

Horie chats with Yasuzaemon Matsunaga, the 90-year-old president of the Electric Power Central Research Institute.



The Wakening of Sakya is a masterpiece of the Heian Period. It is painted in color on a silken cloth measuring 159.7 cm by 228.8 cm.

NO TAX FOR TOURISTS
CAMERAS,
MOVIE CAMERAS,
BINOCULARS
and
Photo Accessories
ASANUMA CAMERA
1st Floor, Marunouchi Building, Tokyo
Tel: 201-3953/4

CAMERAS MOVIE CAMERAS & ACCESSORIES

NO TAX FOR TOURISTS
Igarashi Camera Shop
1st Floor, Room 116, SANSHIN BLDG. (Near Imperial Hotel)
Tel: 591-2626, 4919
Ginza TOKYU HOTEL ARCADE Tel: 541-2411 Ext. 24
MITSUI BLDG. ARCADE Tel: 501-6576

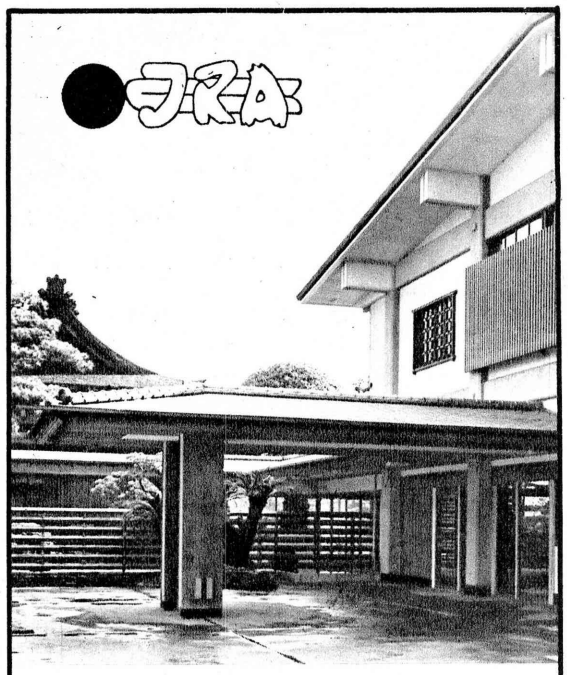
No Tax Cameras,
Transistor Radios
and Binoculars.
Tel: 501-5775
SUN DRY CO., LTD.
International Arcade (Next to Imperial Hotel)

Newly Opened!
hotel TAKANAWA

Elegant, Moderate Charges
Accommodations : 222 Room
(Each with private bathroom)

Room Rates:	Single	$ 5.40
	Semi-Double	$ 7.30
	Twin	$ 9.50
	Special Twin	$10.70
	Special Suite	$22.40

"Tropical Lounge"
Cocktail Lounge in Tropical Mood
"Oslo"
European dishes in Scandinavia Mood
Chinese, Japanese Restaurants
Swimming Pool, Shopping Arcade
Conveniently located near Shinagawa Station
RSV. PHN : TOKYO 442-7181
TOKAI KANKO CO., LTD.



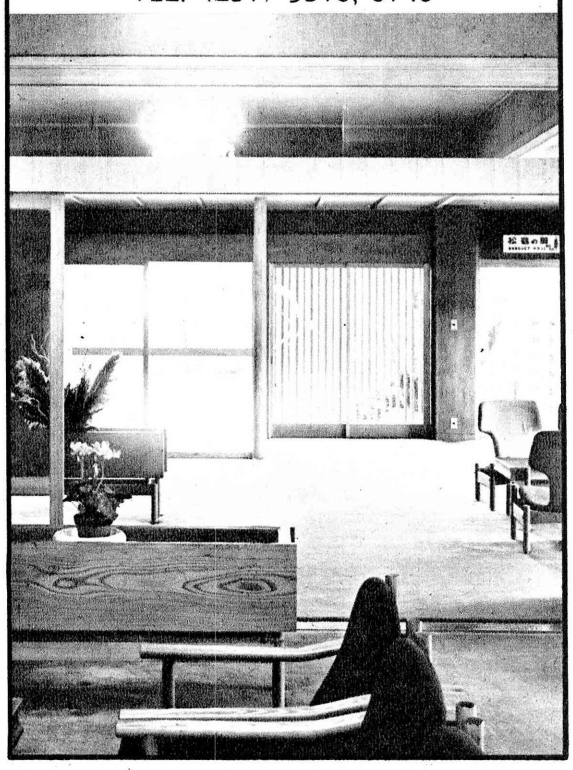
Enjoy Japanese Home-Life
at

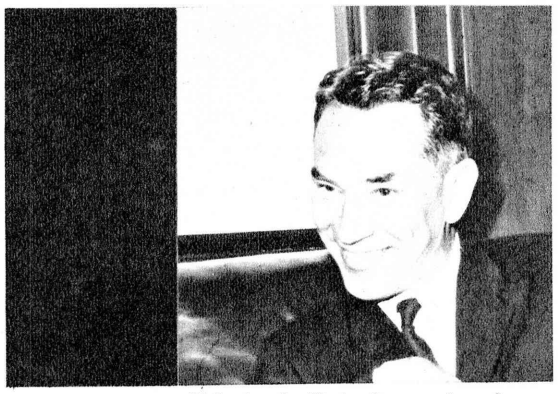
RYOKAN

Meet the people, Learn Their Customs

"RYOKAN"—Japanese type hotel. The Ryokans in Japan are elegantly furnished in Japanese style. They enhance the serene tranquility of natural beauty yet afford the comforts of modern facilities. Live like a feudal lord. . . with attentive service by beautiful kimono-clad maids. Ryokan . . . a place to experience true Oriental atmosphere. For further information on Ryokan, please contact

Japan **RYOKAN** Association
1-1 MARUNOUCHI TOKYO JAPAN
TEL. (231) 5310, 0740





Edwin O. Reischauer has been American Ambassador to Japan since April 1961. Born in Tokyo in 1910, he stayed in Japan until he was graduated from the American School in Tokyo, returned to the U.S. to enter Oberlin College, Ohio, in 1927. He won M.A. from Harvard University.

Tokyo—An Enigma

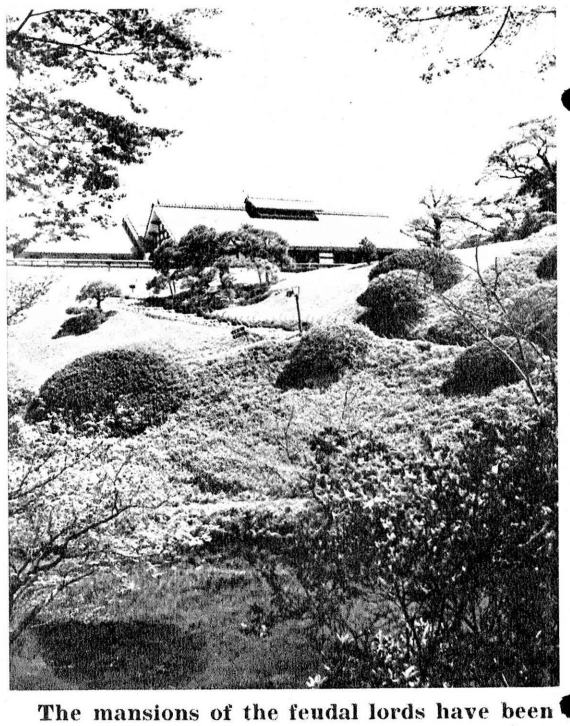
By EDWIN O. REISCHAUER

The phrase, the "Best of Japan," conjures up a hundred famous beauty spots, a thousand quiet nooks, and a myriad of artistic accomplishments and technological achievements—to say nothing of the ineffable charm and friendliness of the Japanese people. But put in the singular, the "Best of Japan," I feel, can only mean Tokyo—bubbling with vitality and creativity, undisputed hub of the economic, political and intellectual life of a great nation, home of the world's largest newspapers, center of the greatest student population in the world, and so on through an unparalleled list of superlatives. Look at the hurrying crowds on the neon-gay Ginza, the purposeful vigor of the commuting throngs, and you will best understand what has made Japan great.

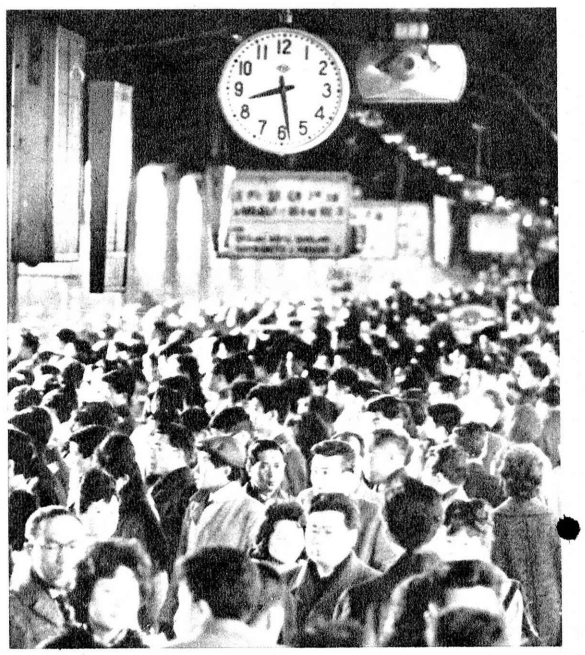
"True," you may say, "but Tokyo lacks shape; it lacks history." But that is where you are wrong. It may be hard to find, but it is there, and, given a little assistance, it may emerge once the dust of today's frenzied reconstruction has settled.

Tokyo was once made up of congeries of noble feudal mansions, interspersed with merchant quarters, surrounding the greatest castle complex the world has ever seen—a series of concentric circles of great walls and moats three miles across. The basic pattern still remains. The remnants of the feudal mansions show up in scattered palace grounds and restaurant gardens. The outer circle of the castle moats is in large part gone, and where it remains must share space with the Chuo Railway Line and many-tiered high-speed highways. The latter at places impinge even on the inner circle of moats, but fortunately these are still largely intact. At their least interesting point, where tourists tend to congregate, the vast flow of traffic has all but obliterated history, but a stone's throw away its scent still hangs heavy. Step inside the gate at Sakuradamon, itself the scene of one of the most dramatic incidents in Japanese history, and the brilliantly conceived defenses of the castle become clear. Look across the moat near Inuimon at the high, forbidding stone walls and you will feel its great strength. Or gaze across the broad, man-made valley which the moat forms from Sambancho to Miyakezaka, and you will sense its grandeur. No, Tokoy has a history and a shape for those who know where to look for it.

The vicinity of Sakuradamon, one of the gates leading into the Imperial Castle. The moat and stone wall are reminiscent of the Yedo Era.

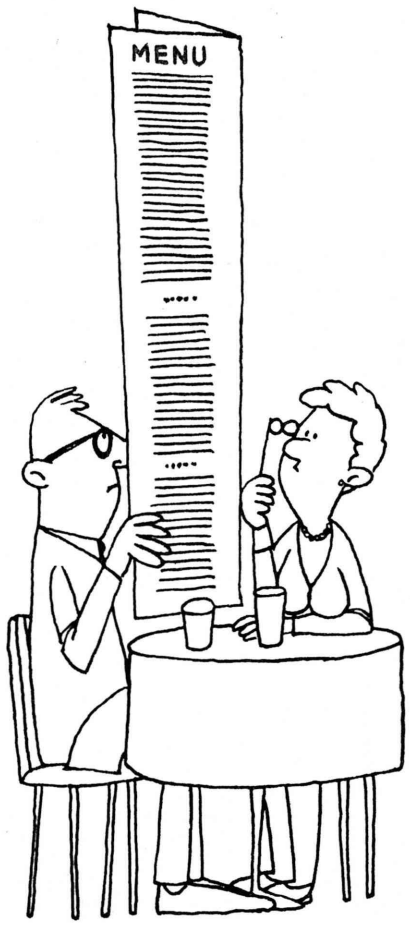


The mansions of the feudal lords have been turned into restaurants and the spacious gardens are a pleasing sight to customers.



The platform in Shinjuku Station overflows with commutors in the early morning rush hours.

RECOMMENDED RESTAURANTS IN TOKYO



CHINESE

雲　樓
RAINBOW
Chinese Restaurant
Kyobashi: 561-6390, 0226
Roppongi: 401-8516, 9657

FRENCH

Cuisine Française
Open Daily　Parking Place Available
Restaurant
HANANOKI
No. 2. Nishi-6-chome, Ginza, Tokyo
Tel: 571-0073, 0095

Established 1872
Ueno Seiyoken
French & American Style Restaurant
Member of the DINERS' CLUB
UENO PARK, TOKYO
上野 精養軒　Tel: 821-2181/9

JAPANESE

RESTAURANT **FURUSATO**
GENUINE COUNTRY CUISINE
GENGHIS KHAN BARBECUE
A Member of the Diners' Club
Shows:
Japanese Folk Songs
& Dance Nightly at
7:00 & 9:00 p.m.
Reservations: 461-6515, 0229
Located on Tamagawa-dori
& Yamate-dori Ave.
FURUSATO ECCHU
3-21, Sakuma-cho,
Kanda, Tokyo
Tel. 866-1511/2, 1043/4
渋谷道玄坂上東京ガス三百米先左側

OBAKU ZEN-STYLE
普茶料理
RESTAURANT HOTOTOKISU
ほととぎす
For Taxi:
中野駅南口坂上
14 Senkomaecho, Nakano-ku, Tokyo Tel: 381-0191/5

GERMAN

Dine at Tokyo's
Famous Restaurant
* Catering Service
* Party Reservations Accepted
Open 11 a.m.—10:30 p.m.
GERMAN RESTAURANT **KETEL**
5-chome, Ginza-Nishi, Chuo-ku.
Tel: 571-5056, 4642.

ITALIAN

ANTONIO'S
ITALIAN RESTAURANT
The only genuine Italian Restaurant
All food prepared by Antonio Cancemi
Open daily 12 noon — 2 a.m.
Air-Cond. Tel: 408-1971　Member of the Diners'
1, Kasumi-cho, Azabu, Tokyo (D Ave. near 17th St.)
For Taxi: 麻布(材木町)電停前

Refined & Comfortable Atmosphere
PIZZA
RAVIOLI　STEAK
SPAGHETTI　WINE
OPEN 12 NOON ~ 5:30 A.M.
Italian Restaurant
Tivoli
22, Kabuki-cho, Shinjuku.
(Opposite the Koma Theater)
TEL: 368-6521
新宿コマ劇場斜前横通り チボリ

ITALIAN
PASTA・RESTAURANT
FLORENCE
Features: Italian Pasta Dishes, Delicious Coffee and Wines
50 kinds of Spaghetti
Cooked with imported ingredients from
BUITONI Co. in Italy
Open 11:00 a.m. — 3:00 a.m.
4-7, Tamachi, Akasaka, Minato-ku, Tokyo
Tel: 481-5111, 5122

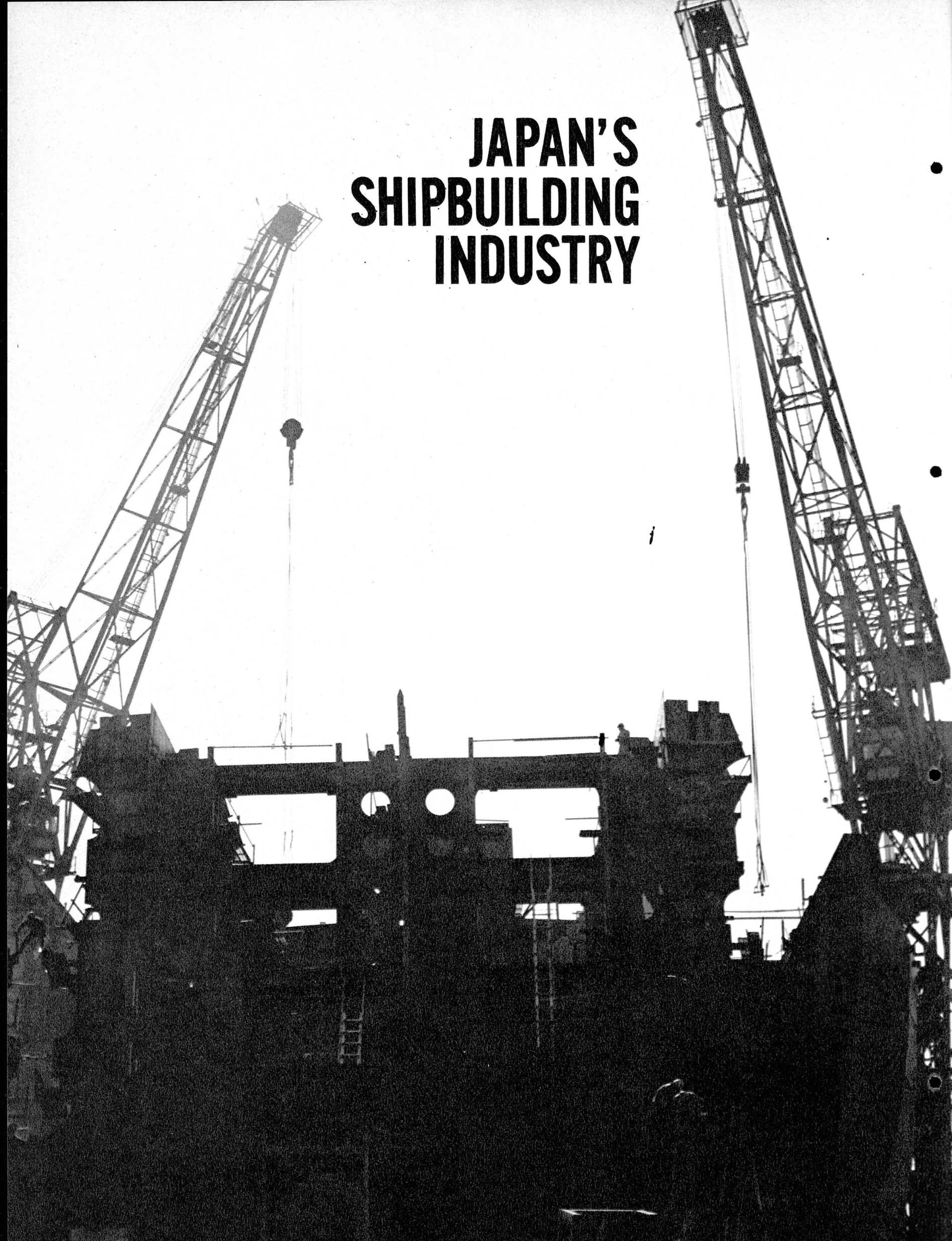
Lassagne House
• *Spaghetti* • *Pizza*
Cooked in Genuine Italian Sauce.
Open noon—6 a.m.
Former Ginza Corner House
Italian Restaurant *Maltese*
Cozy Atmosphere. Near Roppongi, in front of Tokyo Bed Co. Parking Lot.
Reservations: Tel: 401-8892

TROPICAL

authentic indian restaurant
AJANTA अजन्ता
near Indian Embassy
Delicious food—homelike atmosphere.
Open 11 a.m.–9 p.m., Closed Sundays
Call proprietor Mr. Murti: 262-0812
2-2, Kudan, Chiyoda-ku, Tokyo
TAXI
靖国神社正門前住宅公団ナヽメマエ　アジャンタ 純印度料理

THE GENUINE INDIAN RESTAURANT
Large variety of best Indian dishes and fresh chapaties,
Indian vegetarian dishes also always available.
NAIR'S Restaurant
Owned and Operated by A. M. Nair
Manufacturers of Indira Curry Powder
On 10th St., crossing of "Z" Ave. Tokyo Tel: 541-8246
(In front of Kabuki Annex)
Branch: 7th Fl., Seibu Dept. Store, Ikebukuro, Tokyo
本店 東京昭和通歌舞伎別館前　支店 東京池袋西武百貨店七階

JAPAN'S SHIPBUILDING INDUSTRY



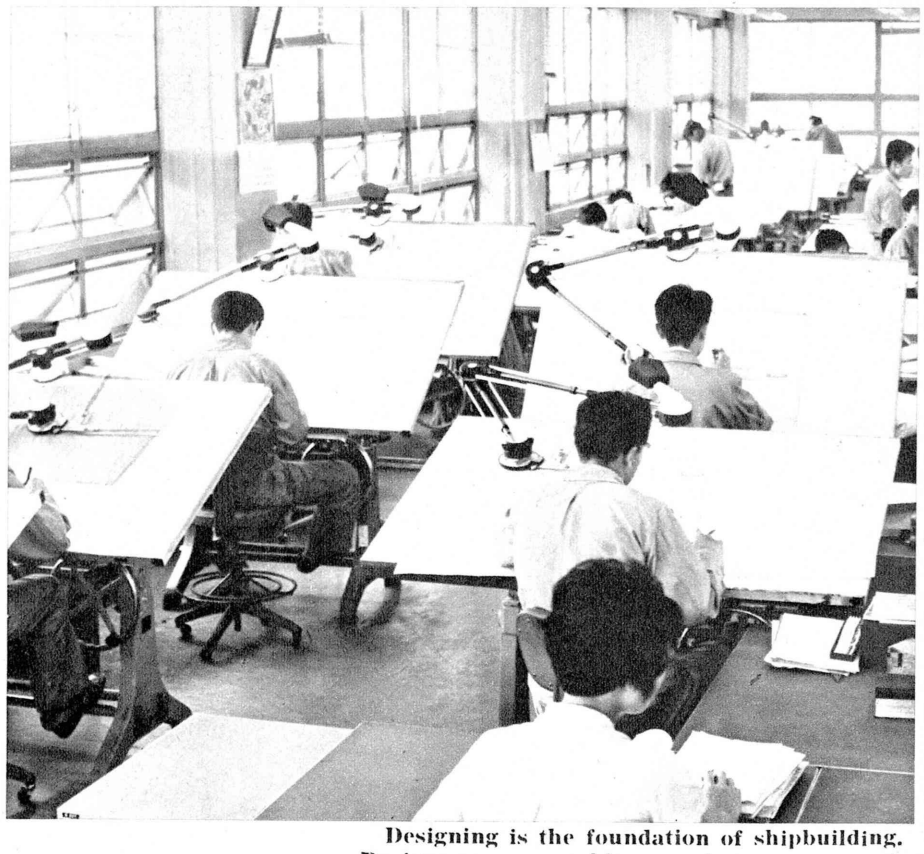
Japanese Shipbuilding Technology Is One of the Most Excellent in the World

The Japanese shipbuilding industry is currently witnessing a tremendous boom, one of the biggest in its history. All yards of the major shipbuilding firms in Japan are full of ships under construction.

The din and bustle of machines, hammers and welding instruments ricochet throughout the yards night and day.

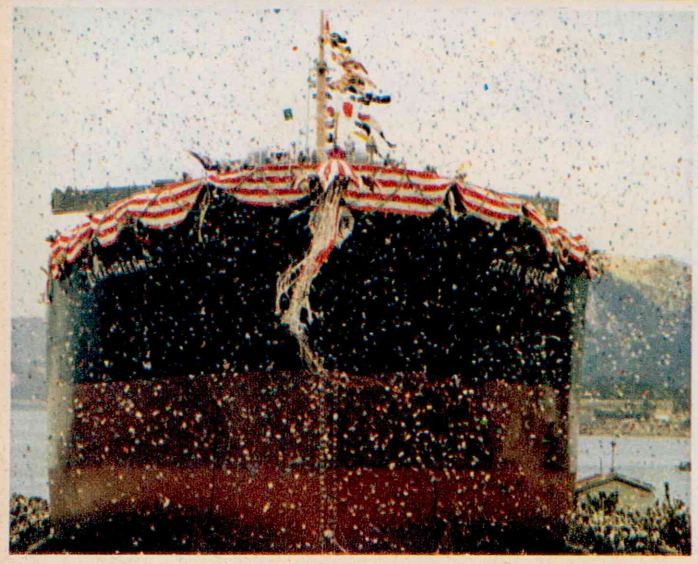
From these yards are launched huge 60,000-ton tankers, ore carriers and smart, high-speed economical ships down to automatic ships, hydrofoils and twin-bodied vessels produced by the cream of Japanese shipbuilding technology which ranks among the foremost in the world today.

Ever since Japan replaced Britain as the world's largest shipbuilder in 1956, Japan's shipbuilding industry has continued to maintain this honor for the past eight years.



Designing is the foundation of shipbuilding. Designers are working on larger, more efficient, economical, and safe ships every day.

When the designs are completed, the models of the ships are constructed and experiments in a pool are carried out on the ships under every conceivable condition.



Many Orders Received

Orders received from throughout the world last year called for the construction of 5 million gross tons of bottoms, which was more than one-half of the 9 million tons of total world orders for ships that year.

What is more interesting, however, is the fact that of this 5 million tons of orders received, some 4,200,000 gross tons were orders received from foreign countries.

Orders are pouring in from countries throughout the world—from North America, South America, Europe, Asia, Africa and the Communist bloc nations.

Japan has received orders even from well-known shipbuilding nations such as Britain, Norway and Sweden.

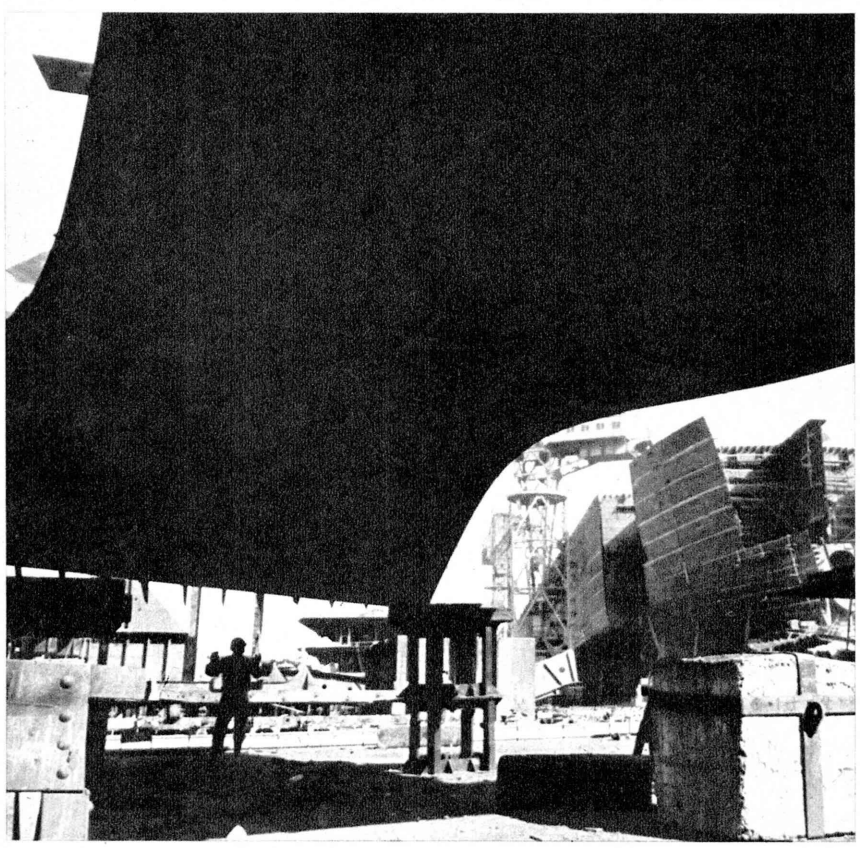
Why is Japan receiving such a large volume

of orders? The answer is simple. The price of Japanese ships is low, the delivery date early and the quality of the ships is excellent.

Technology Improved

The primary reason why Japanese ships are cheap, their delivery term early and their quality excellent is because of the tremendous improvement witnessed in Japanese shipbuilding technology.

The Japanese shipbuilding industry, which had constructed some of the largest battleships in the world such as the Yamato, Musashi, and the aircraft carrier Shinano during World War II, had to start from scratch after the war because it lost its biggest customer, the Imperial Japanese Navy which was practically annihilated in the war.



Enormous steel plates are cut according to the design, bended and welded together to form the bow, body and stern of the ship. These parts are assembled in blocks on the slips. The workers are skilled technicians with many years of shipbuilding experience.

Ever since 1950, however, when Japanese yards resumed the building of ships, the shipbuilding industry concentrated its efforts toward improving its shipbuilding technology and facilities up to the international level in order to compete with its foreign counterparts.

The first thing the industry did was to adopt the welding formula in constructing vessels in place of the conventional rivets.

To make welding more effective, the industry adopted the so-called block construction method by which each part of a ship is constructed separately and then welded together. By the adoption of this method, the time necessary for the completion of a vessel was considerably shortened.

Make your travel
in Japan
more enjoyable
with

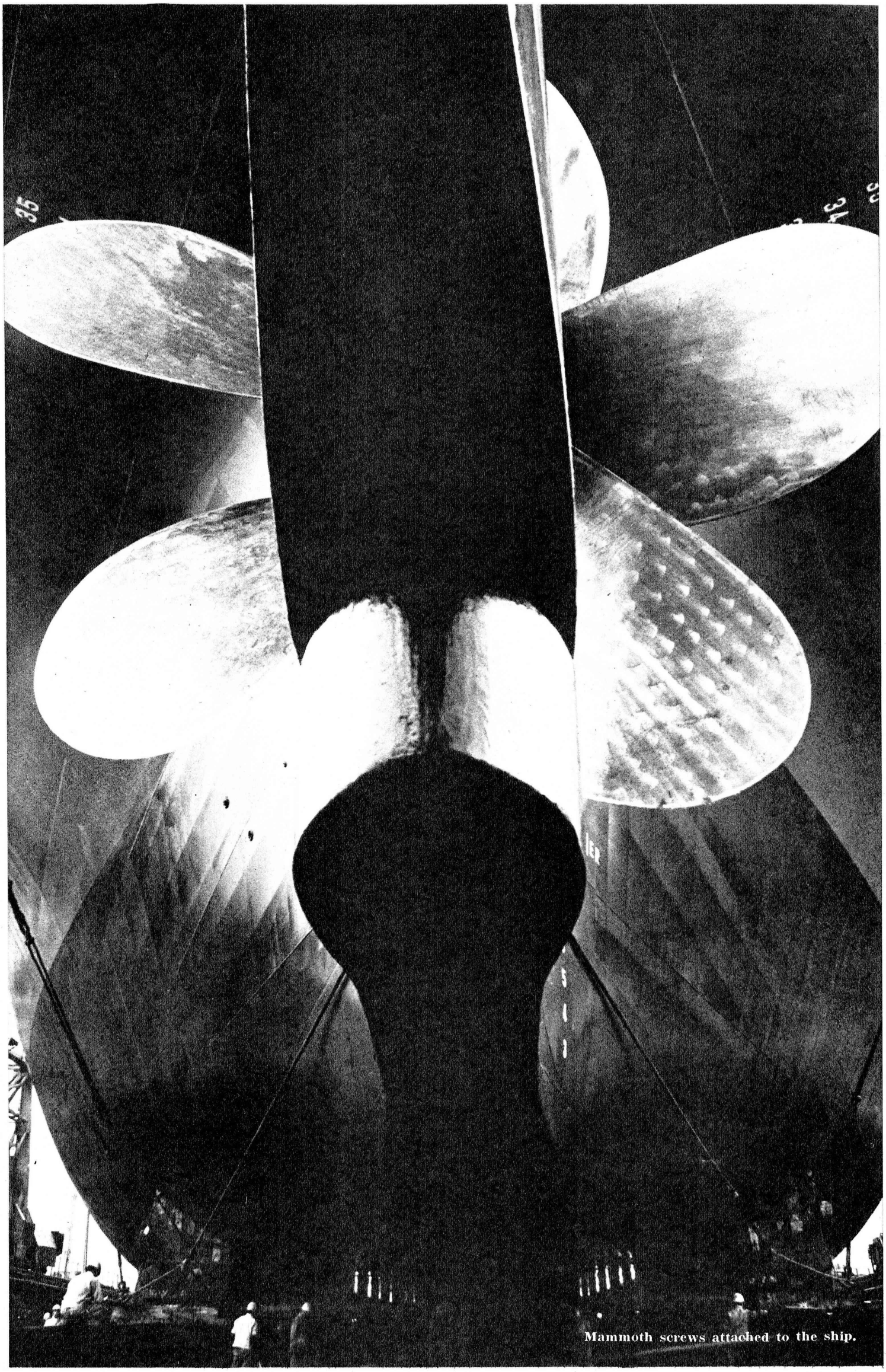
Sumitomo's
Yen Travellers Checks

* Buy them at Sumitomo Bank's head office, branches and affiliated banks in Japan and abroad.
* Available in three denominations of ¥3,000, ¥10,000 and ¥50,000.
* Accepted as well as cash throughout Japan, at Sumitomo Banks, main hotels and department stores, etc.
* Refunded promptly in case of loss or theft.
* Unused checks can be changed into foreign currency.

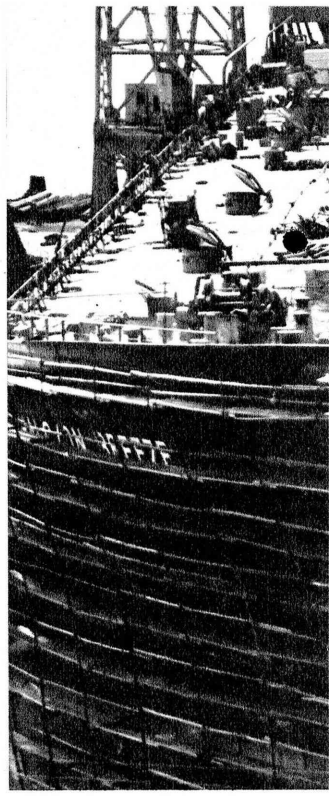
Main Branches in Japan

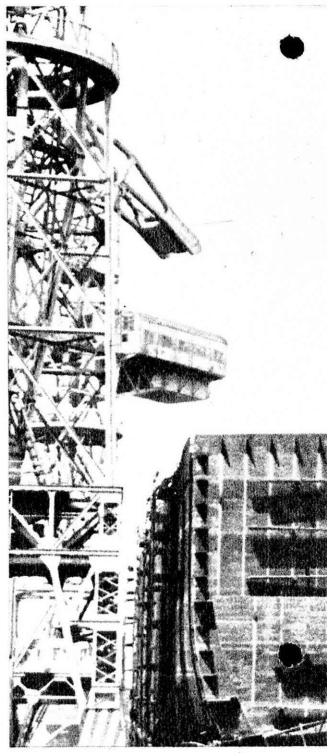
Head Office Business Dept.:
22, 5-chome, Kitahama, Higashi-ku, Osaka
Tokyo Branch:
1, Marunouchi, Chiyoda-ku, Tokyo
Yokohama Branch:
22, 2-chome, Honcho, Naka-ku, Yokohama
Nagoya Branch:
3, 9-chome, Hirokoji-dori, Naka-ku, Nagoya
Kyoto Branch:
Karasuma Sanjio, Nakakyo-ku, Kyoto
Kobe Branch:
11, 1-chome, Sakaemachi-dori, Ikuta-ku, Kobe
Fukuoka Branch:
3, Shimodoi-cho, Fukuoka
Hiroshima Branch:
Kamiya-cho, Hiroshima City
And 147 other branches in key cities throughout Japan

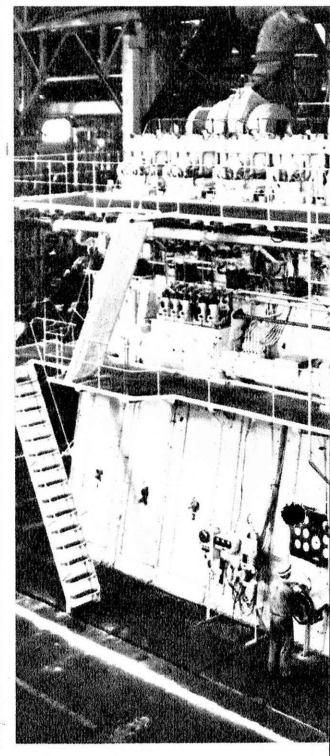
THE SUMITOMO BANK, LTD.
HEAD OFFICE: Osaka, Japan
OVERSEAS OFFICES:
New York, London, Hong Kong, Karachi
AFFILIATED BANKS:
THE SUMITOMO BANK OF CALIFORNIA
San Francisco, Los Angeles, Sacramento, Crenshaw, San Jose, Gardena
BANCO SUMITOMO BRASILEIRO S.A.
Sao Paulo

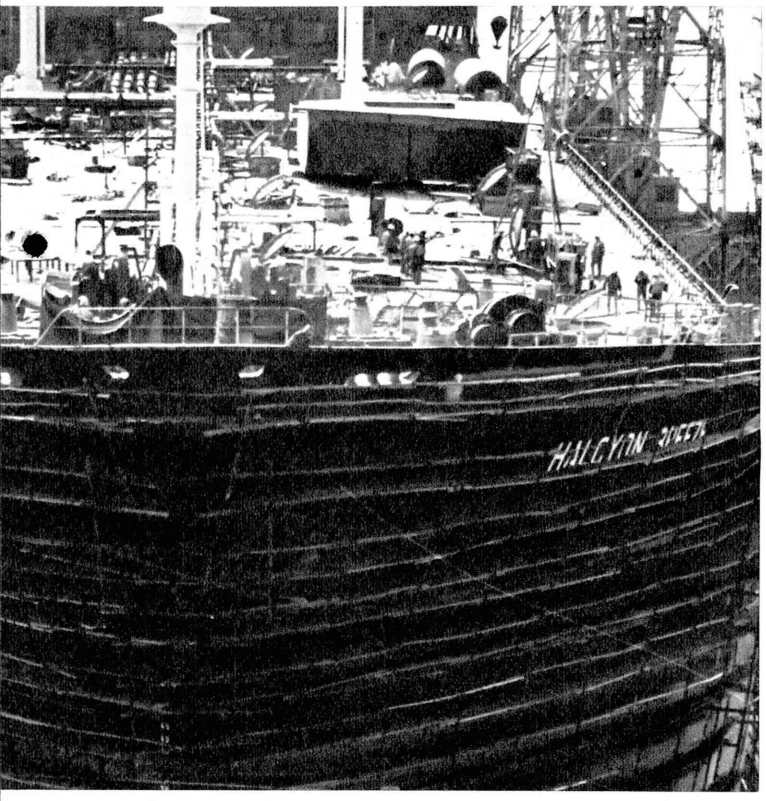


Mammoth screws attached to the ship.



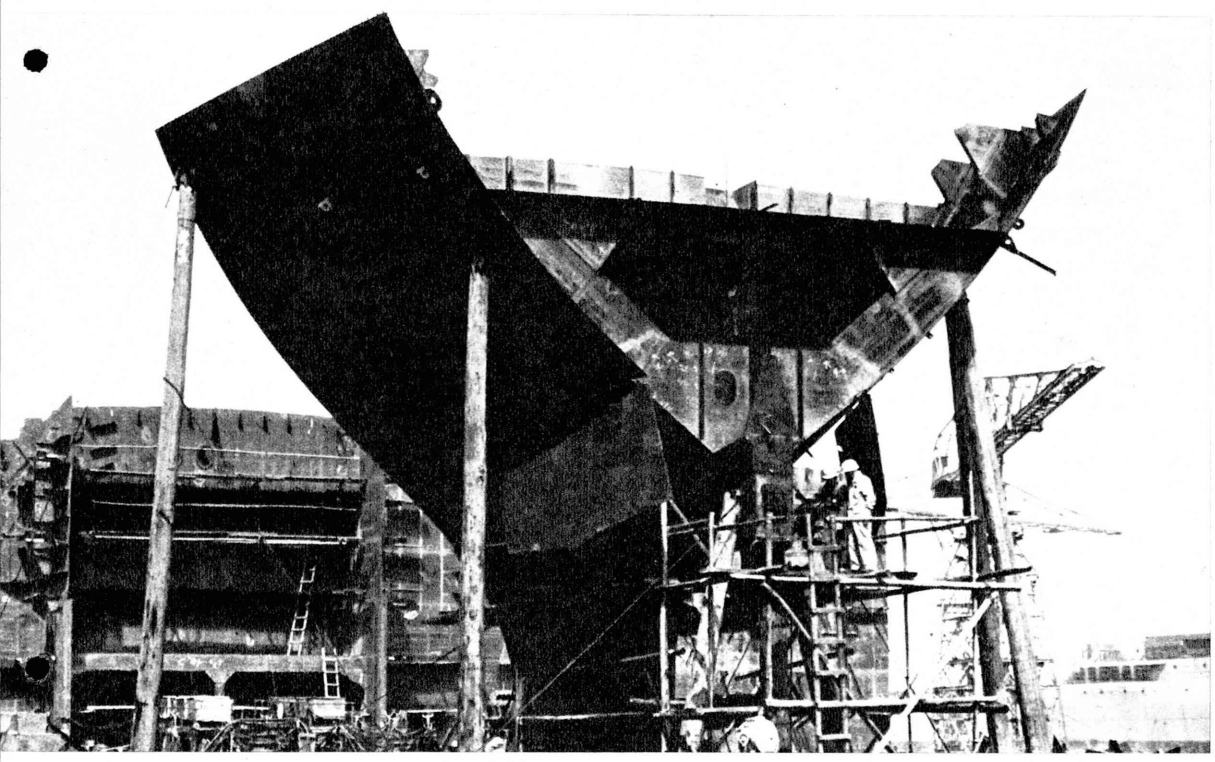


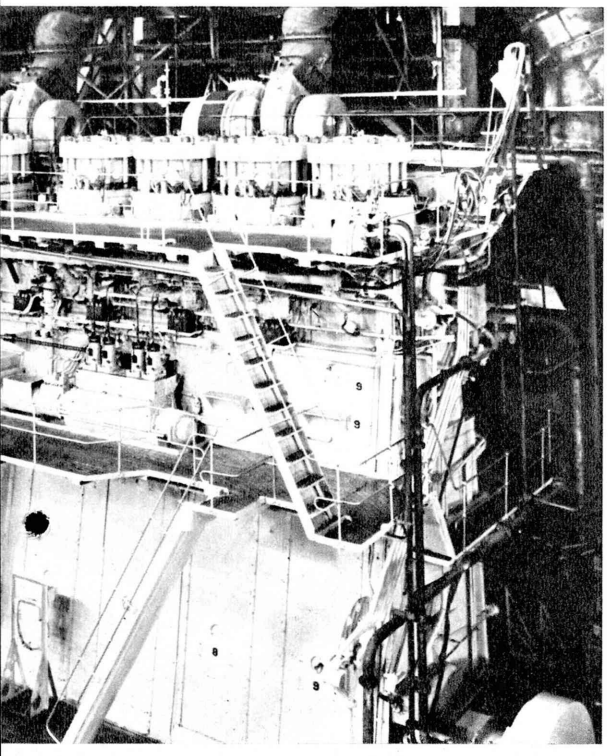




Japanese shipbuilders were the first in the world to adopt the so-called "block construction method." The blocks constructed on the ground are lifted by cranes on the slips and then assembled.

The ship is completed after each block is assembled and welded together.





Aside from these new inovations, the industry adopted methods to automatize the processing of steel material, increased the capacity of cranes and introduced high-efficiency gas cutters and electric welding instruments, eventually turning the shipyards into some of the most modern in the world today.

Basic researches have enabled Japanese shipbuilders to produce the first squat-type economical vessel in the world, thus cutting down drastically, the cost of material. It is said that a 20 per cent reduction in material cost can be attained by constructing an economical ship compared with the building of a conventional one of the same size.

As a result, the industry has been able to produce by 1959, a 7,000-ton class medium-speed ship with only 450,000-man hours whereas it had entailed a total of 1 million-man hours to construct the same ship in 1949.

The heart of the ship is its Diesel engine. As bigger bottoms are built, Diesel engines with 20,000 horse power are common nowadays.

風

Where West meets East

Japan is an air terminal in the Orient when flying from Europe, America, or other parts of the globe. Here the West meets the East. It is thus but only quite natural that, due to this strategic location, Japan is able to enjoy equally high cultural standards and industrial prosperity as the leading Western countries. Overseas visitors expected to attend the Tokyo Olympics 1964 will doubtlessly be deeply impressed with the well-spread cultural as well as industrial standards of this nation.

Dai Nippon Printing Co., Ltd. has, without any exaggeration, been playing an immensely important role behind the scene of Japan's cultural advance during the past 90 years. Keeping pace with the nation's cultural progress, Dai Nippon Printing Co. has today become one of the world's leading printers. All foreigh guests inspecting the company's plants are, without exception, certain to become astounded at finding such modern, advanced and large-scale printer in the Far East.

Dai Nippon Printing Co., Ltd.

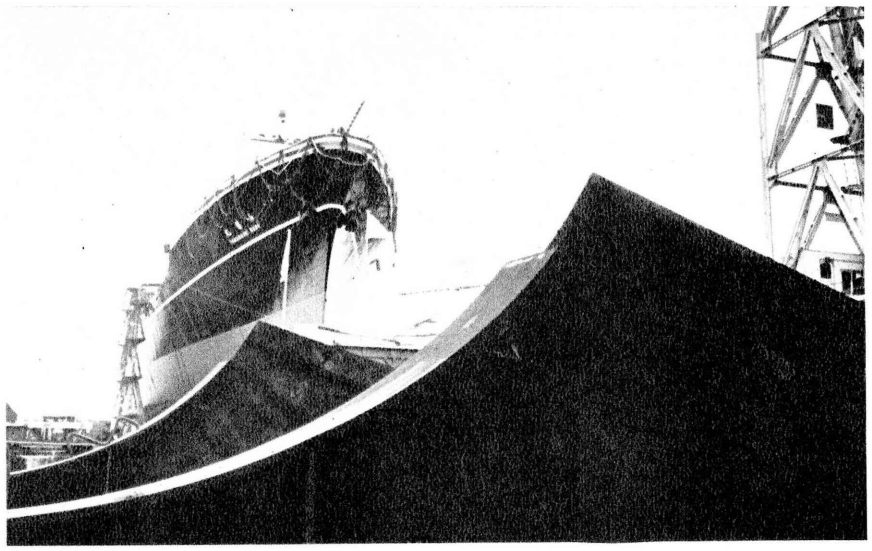
President : Orie Kitajima
Established : 1876
Main Office : Ichigaya, Tokyo
Phone : Tokyo 269-1111
Branches : All Around Municipal Cities in Japan

Leads in Shipbuilding

The Japanese shipbuilding industry, which had already reached the international level by this time, started to expand its docks in preparations for the eventual advent of the age of mammoth ships. Through joint researches, shipbuilding circles managed to solve technical problems which were created by the enlargement of the docks.

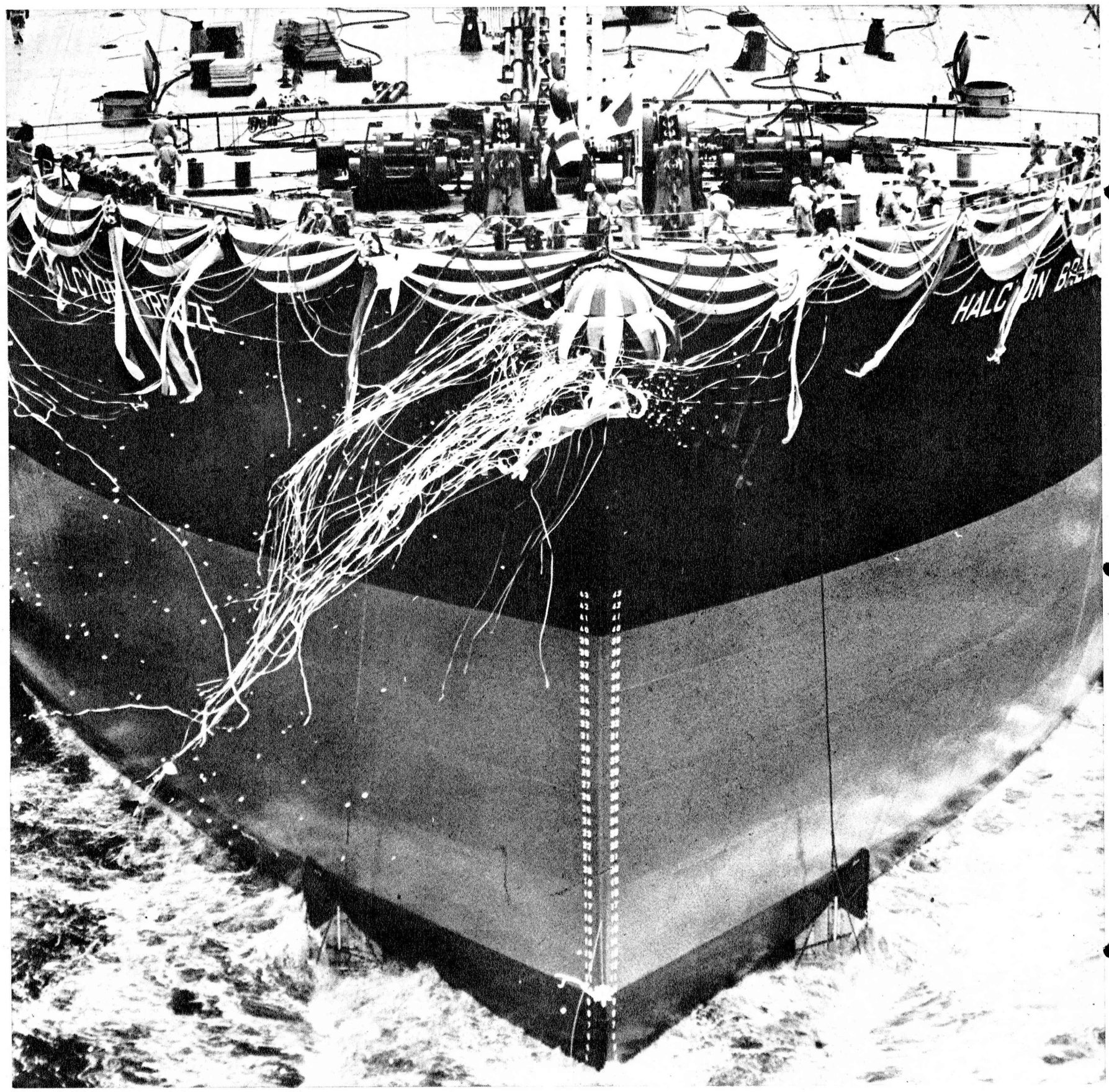
Finally, in 1962, Japan succeeded in launching the world's largest ship—the 132,000-ton tanker Nissho Maru, which astounded the whole world and boosted the reputation of Japanese shipbuilders tremendously.

Japan also constructed the first automatized ship in the world, once again proving the superiority of Japanese shipbuilding technology.



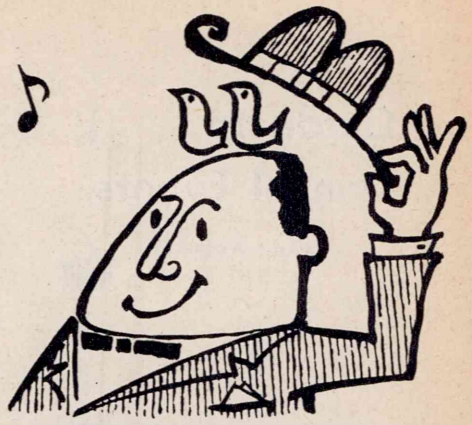
A freighter awaits launching.

A large-sized tanker takes to the water from one of Japan's major shipyards.



These girls never had it so good

And more's the pity. But when these geisha were at the height of their popularity in the late 1700's, Atami was little more than an obscure fishing village. Since then, times have changed, and Atami has grown to become Japan's most popular pleasure resort. Yet it still retains the essence of the "floating world" immortalized by the printmasters of old Edo.



The Atami New Fujiya will be open for business from May 1st, 1964,

marking the beginning of another new era for this romantic hot-springs resort. You'll like the treatment you'll get at this newest luxury hotel. Atami is only 1½ hours by train from strenuous Tokyo, on the main trunk line to the Osaka-Kyoto area, and is located right at the entrance of Japan's magnificent Fuji-Hakone-Izu National Park.

Our hotel combines all the comforts of the most up-to-date Western accommodations with traditional Japanese hospitality. Many entertainment facilities for all members of the family: all-weather swimming pool; bowling alley; movie theater; etc. (Times certainly *have* changed for Atami!) Four dining rooms. Western-style, combined Western-Japanese, and pure Japanese rooms, all air-conditioned and with private bath.

Rates	
Twin beds	$13.33—$22.22
Twin beds with Japanese combination	$15.28—$22.22
Japanese-style	$ 8.33—$22.22
Double-bed	$ 7.78
Suite	$36.11

Information and brochures available on request.

To make your stay in Japan complete and unforgettable, make your reservations early at the

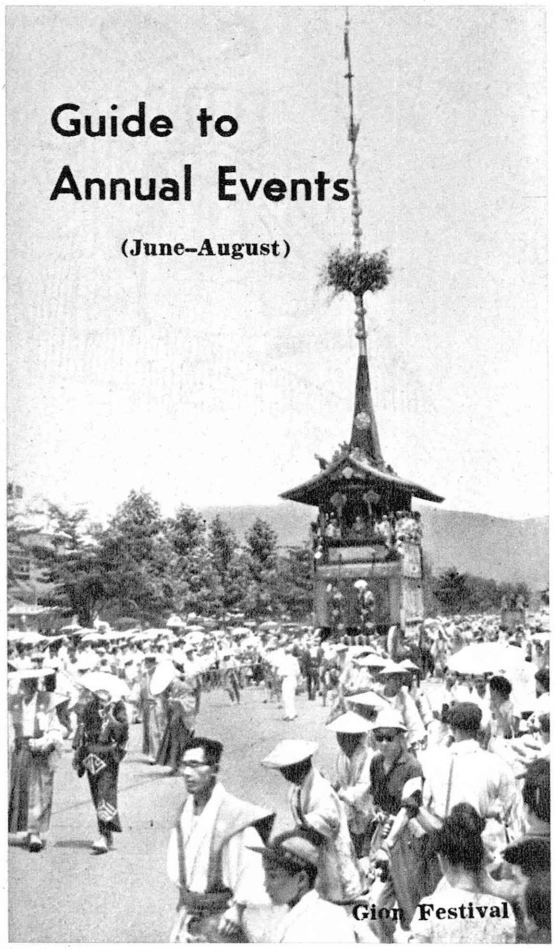
ATAMI *New Fujiya* HOTEL

435 Atami, Atami City, Shizuoka Pref. Tel: Atami 8-7111

Under same management: ATAMI **FUJIYA** HOTEL, a Japanese-style-inn, with all Western-style conveniences. Deluxe, personalized service is the keynote of this experienced hot-springs hotel located in the heart of romantic Atami and overlooking a gorgeous view of Atami Bay and the islands of Hatsushima and Oshima. 170 air-conditioned rooms, either Japanese or Western style. Conference and party rooms of various sizes also available.

Guide to Annual Events

(June–August)



Gion Festival

The four seasons in Japan are usually sharply delineated and each has its own characteristics. The rainy season, known as "Tsuyu," starts around the end of May and continues until the beginning of July. The rainfall during this period is extremely valuable to the Japanese, for it not only provides the water for rice fields but also supplies water power to turn the turbines of the country's giant hydroelectric plants.

This rain also shrouds the landscape in a misty veil and takes one back to the days of the "sumie" painters who loved to depict with their brushes, the smoking mountains and dales that are symbolic mysticism of the Orient.

With the end of the rainy season comes a hot humid summer. Tens of thousands of people go to the mountains or to the seashore to escape the heat of the midsummer sun.

The vitality of the Japanese people during the summer can be particularly witnessed in the huge crowds that gather on the beaches near Kamakura.

Notes:

(1) Date, (2) Station, (3) Place, (4) Features.

The Hyakumangoku Festival

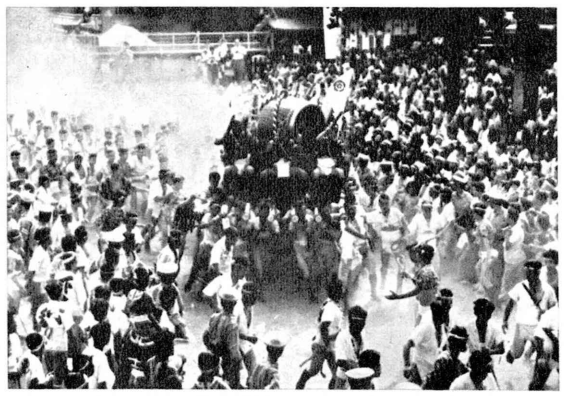
(1) June 13–15. (2) Kanazawa Station on the Hokuriku Main Line. (3) All of Kanazawa City and Oyama Shrine. (4) The city of Kanazawa was the stronghold of Lord Maeda, one of the greatest daimyo (Loads) in feudal Japan. The founder of the house of Maeda, Maeda Toshiiye, is honored by the Kanazawa City Festival. On June 14, a grand daimyo procession winds its way through the streets of Kanazawa. Another procession of fire men, one of the two largest which existed in the Yedo Era, will also be held on this day, and is called the procession of the Kagatobi. The two processions will start from the Ishikawa Gate of Kanazawa Castle, which has been designated as an important cultural asset by the Government, and wind their way for five kilometers through the streets of the city. During the period of the festival, the Kanazawa Art Museum will open exhibits of famous treasures and Makie of Kaga and other cultural properties of Kanazawa which had been preserved since the feudal ages.

Sanno Festival

(1) June 15. (2) Tokyo Akasaka Mitsuke Station on the Subway Line. (3) Hie Shrine. (4) Hie Shrine is the guardian shrine of the Yedo Castle which was constructed in 1457 by Ohta Dokan. Not only the shogunate but also the people of Yedo used to pay homage to this shrine. The Sanno Festival at this shrine has been continuously held since 1615 every other year alternating with the Kanda Festival held in May. The palanquins used in the festival has even entered Yedo Castle, so popular was the festival.

Gion Festival

(1) July 1–29, (2) Kyoto Station, (3) Yasaka Shrine, (4) The Gion Festival is a festival held by the parishioners of the Yasaka Shrine in Kyoto, the ancient capital of Japan. The grand scale of the festival, with its traditional grandeur, makes this festival one of the largest and most beautiful in Japan. The most prominent features of the approximately month-long festival are the "Yoiyama" on July 16 and the "Yamahoko Jungyo" on the 17th. The procession of Yamahoko is usually witnessed by more than a million spectators as it winds its way through the streets of Kyoto. The festival was started in the year 869 and thus has a tradition of over one thousand years.



Hakata Yamagasa

(1) July 1–15, (2) Hakata Station on the Kagoshima Main Line, (3) Kushida Shrine. (4) The Yamagasa is a sort of float, constructed atop of large pillar placed on a platform measuring 2 by 2 meters and is decorated with models of castles, temples and persons. The people of the city start making the Yamagasa from the middle of June and it is exhibited in the streets during the July 1–9 period. The Yamagasa is particularly beautiful at night. The Yamagasa weighs about 800 kilograms and is carried on the shoulders of 30 men. They are aided by another 100 men as it winds its way through the city from July 10 to 14. The climax of the festival is reached in a competition among the 20 to 30 Yamagasa shouldered by the young men who speed through the streets.

Nachi Fire Festival

(1) July 14, (2) Nachi Station on the Kisei Line, (3) Kumano-Nachi Shrine, (4) The path to the shrine, which is surrounded by forests, is the stage of this dynamic fire festival in which a total of 12 huge pine torches are put ablaze and carried around by dancers. Near the shrine is Nachi Falls, one of the most famous in Japan.

Horse Chasing at Soma

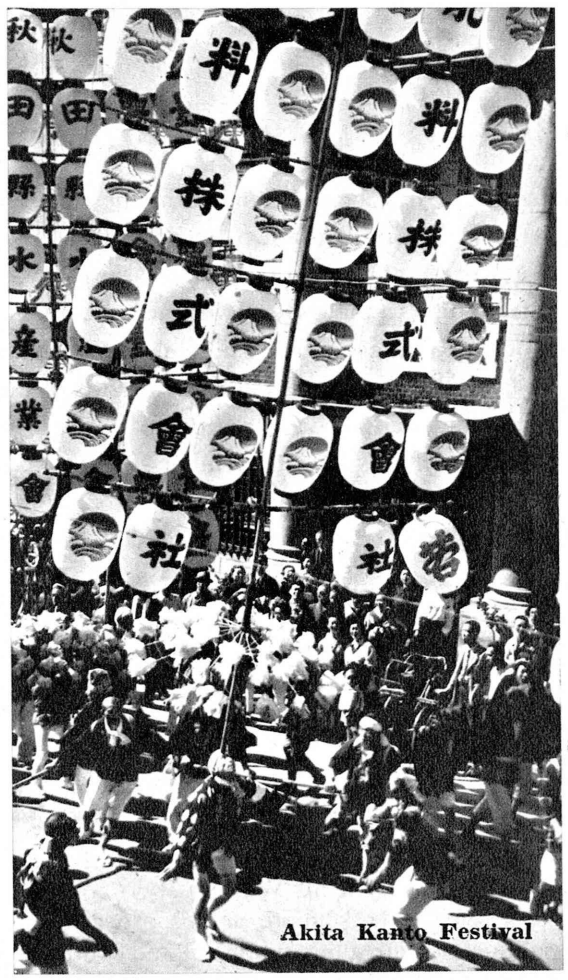
(1) July 16–19, (2) Soma Station on the Joban Line, (3) At the site of the former Nakamura Castle and vicinity, (4) This horse chasing event called the Soma Umaoi, was originated during the Heian Era when the famous general Taira no Masakado gathered his warriors and engaged in the sport of chasing horses. The climax of the festival is reached on July 18 when approximately 800 young men, dressed in the armor of the feudal warriors and astride horses, compete against each other chasing after a shrine flag which is shot into the sky. The one who captures the flag rides up a hill to the shrine and to report his victory. The men are divided into two groups, one enacting the role of allies and the other the enemy. The scene of the fight for the flag is reminiscent of a battle among warriors in the feudal age.

Fukushima Mikoshi Festival

(1) July 22–23, (2) Kiso Fukushima Station on the Chuo Line, (3) Mizunashi Shrine, (4) This festival is renown as the festival of the fighting portable shrine of Kiso. The portable shrine of the Mizunashi Shrine is built anew every year. The portable shrine is not only borne upon the shoulders of young men and paraded through the streets, but is also thrown down and rolled through the streets. This is the reason why it has to be constructed anew every year. The "Kiso Bushi," one of the most popular folk songs in Japan, is sung on this occasion in accompanying the dancing of the "Kiso Odori."

Temma Tenjin Festival

(1) July 24–26, (2) Osaka Station, (3) Temmangu Shrine at Dojimagawa, (4) Osaka, Japan's second largest city, is called the Venice of Japan because of the numerous canals that criss-cross the city. This is a water festival which is joined in by the whole population of Osaka. The torch lit waters of the Dojima Rivers are the stage of this festival in which approximately 130 gaily decorated boats go up the river in a long procession. The banks of the river are crowded with huge throngs of spectators as fireworks and searchlights illumine the skies. The festival is a pageant of noise and light.



Akita Kanto Festival

Itsukushima Kangen Festival

(1) July 25, (2) Miyajimaguchi Station on the Sanyo Main Line, (3) Itsukushima Shrine, (4) This is one of the classical festivals that has held since the 12th Century at Miyajima, reputed to be one of the three most beautiful scenic spots in Japan. Crowds fill the long passage ways of the Itsukushima Shrine, which faces the sea, and listen to the sound of music of musicians on the boats surrounding the shrine.

Nebuta Festival

(1) Aug. 3–7, (2) Aomori Station on the Tohoku Main Line, (3) Aomori City, (4) The short summer night of Aomori, which is located on the northern tip of Honshu, is filled with a festive mood on the occasion of the Nebuta Festival. The nebuta are made of wood, bamboo, and wire and pasted over with paper in the form of various historical figures. A light is placed in each nebuta. Scores of cars carrying the nebuta wind their way through the streets of Aomori. After the procession is over, they are taken to the sea and set afloat.

Akita Kanto Festival

(1) Aug. 6, (2) Akita Station on the Ou Main Line, (3) Akita City, (4) This is festival which has been designated as an intangible cultural asset. Nine horizontal bamboo poles are attached to one main pole, on which a total of 46 huge lighted paper lanterns are hung. Each part weighs about 60 kilograms. Each of the poles are manipulated by one man with extreme dexterity, by balancing the pole on his shoulder, forehead, thighs and even his teeth. This demonstration was held at the Tokyo International Sports Week in October, last year.

Sendai Tanabata Festival

(1) Aug. 6–7, (2) Sendai Station on the Tohoku Main Line, (3) Sendai City, (4) This festival commemorates the romance of Altair and Vega on the night of July 7 according to the Lunar Calendar. Tradition has it that these two lovers meet once a year on this night. It is said that if one hangs a piece of paper, on which is written one's wishes, on a bamboo, the wishes will be realized. This festival has been continuously held since the 7th Century and became popular with the masses in Japan in the 17th Century. The Tanabata Festival in Sendai is reputed to be the largest in scale in Japan. More than 2 million spectators converge on Sendai when this festival is held.

Kamakura Carnival

(1) From the second Saturday through the third Sunday in August, (2) Kamakura Station on the Yokosuka Line, (3) Kamakura Beach, (4) This is a sea carnival held at Kamakura Beach where tens of thousands of bathers converge daily during the summer days. A Miss Carnival is selected on the opening day and she plays hostess for the remainder of the carnival. Kamakura used to be the stronghold of the Kamakura Shogunate. The carnival is in strong contrast to Kamakura's historical past.

Daimonji Fire Festival

(1) Aug. 16, (2) Kyoto Station, (3) Mt. Higashiyama and Nyoi and others, (4) According to Japanese traditions, the souls of the dead are said to return to heaven on this night. Fires are lit on the five mountains surrounding Kyoto on this night. The neon signs in the city are all extinguished at 8 p.m. and the temple bells start pealing, First, the Chinese character "dai" (great) is formed by fire on Mt. Nyoi, succeeded by similar fires on the remaining four mountains. The fires burn for approximately 30 minutes. Meanwhile, in Hakone, a similar fire is lit on Mt. Myojogatake.

CONDENSED TIME TABLE FOR DAYLIGHT LIMITED EXPRESSES
TOKYO –NAGOYA –KYOTO –OSAKA
TOKAIDO LINE

※ Non-Regular Service

Tokyo –Kyoto –Osaka

Name of train / Train No.	Kodama #1	Hibiki	Fuji #1	Tsubame #1	Hato	Kodama #2	※Hibiki #2	Fuji #2	Tsubame #2	Otori
Stations	1M	9M	2001M	2003M	3M	5M	1003M	2005M	7M	2007M
Tokyo Lv.	700	745	800	900	1300	1430	1520	1530	1630	1800
Yokohama〃	722	807	822	922	1322	1452	1541	1552	1652	1822
Odawara 〃	↓	↓	↓	↓	1401	↓	↓	↓	↓	↓
Atami 〃	818	907	918	↓	↓	1548	1637	1648	↓	1917
Numazu 〃	↓	↓	↓	1032	1434	↓	↓	↓	↓	↓
Shizuoka 〃	910	959	1009	1109	1511	1639	1729	1739	1838	2009
Hamamatsu〃	↓	↓	↓	↓	↓	1732	↓	↓	↓	2102
Toyohashi〃	↓	↓	↓	↓	↓	↓	↓	↓	1956	2128
Nagoya 〃	1116	1204	1214	1314	1716	1846	1934	1944	2046	2215
Gifu 〃	↓	1225	1235	↓	↓	↓	1955	2005	↓	
Maibara 〃	↓	↓	↓	1412	↓	↓	↓	↓	↓	
Kyoto Ar.	1258	1348	1358	1458	1859	2028	2118	2128	2228	
Osaka 〃	1330	1420	1430	1530	1930	2100	2150	2200	2300	
			Ar. Uno 1720	Ar. Hiroshima 2010				Ar. Kobe 2230		

Osaka –Kyoto –Tokyo

Name of train / Train No.	Kodama #1	※Hibiki #2	Fuji #1	Tsubame #1	Hato	Tsubame #2	Hibiki	Fuji #2	Kodama #2	Otori
Stations	2M	1002M	2006M	4M	6M	2004M	10M	2002M	8M	2008M
			Lv. Kobe 730			Lv. Hiroshima 945		Lv. Uno 1240		
Osaka Lv.	700	745	800	900	1300	1430	1520	1530	1630	
Kyoto 〃	732	818	832	932	1332	1502	1552	1602	1702	
Maibara 〃	↓	↓	↓	1017	↓	↓	↓	↓	↓	
Gifu 〃	↓	942	952	↓	↓	↓	1712	1721	↓	
Nagoya 〃	915	1006	1016	1116	1514	1644	1736	1746	1845	745
Toyohashi〃	↓	↓	↓	↓	↓	↓	↓	↓	1932	833
Hamamatsu〃	↓	↓	↓	↓	↓	1756	↓	↓	↓	858
Shizuoka 〃	1120	1210	1220	1319	1718	1850	1940	1950	2052	951
Numazu 〃	↓	↓	↓	1358	1756	↓	↓	↓	↓	↓
Atami 〃	1212	1302	1312	↓	↓	1942	2032	2042	↓	1043
Odawara〃	↓	↓	↓	↓	1828	↓	↓	↓	↓	↓
Yokohama Ar.	1307	1357	1407	1507	1907	2037	2127	2137	2237	1138
Tokyo 〃	1330	1420	1430	1530	1930	2100	2150	2200	2300	1200

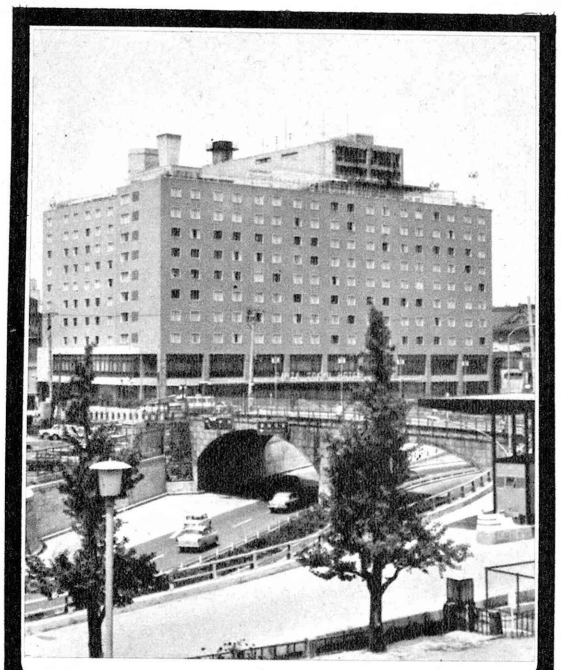
(Night expresses between Tokyo and Kyushu are not included in this table.)

Miscellaneous Charges

			1st Class	2nd Class
Ordinary Express	Up to 300 km 301 km or over		※ 440 ※ 660	200 300
Semi Express	Regardless of distance		※ 220	100
Seat Reservation	One ride		200	100
Special Seat (parlor-car)	One ride		※ 1,650	
Ferry Berth	(Ferry) Aomori-Hakodate	Upper Lower	600 700	

Sleeping-car Berth	Type A	Single (Roomette) Upper Lower	※ 3,080 ※ 1,980 ※ 2,530	
	Type B	Upper Lower	※ 1,540 ※ 1,980	
	Type C	Upper Lower	※ 1,100 ※ 1,430	
	Upper Middle Lower			600 700 800

10% travel tax is included in the charges above those marked with ※.



GINZA TOKYU HOTEL is located in the center of the glittering, glamorous Ginza— center of shopping and entertainment in the world's largest city.

450 completely sound-proofed, air-conditioned rooms, all with private bath, shower, radio and every modern facility to ensure a pleasant stay.

GINZA TOKYU HOTEL

Tokyo, Japan

TARIFF

Single ·····$ 5.60 up
Double ·····$ 9.80 up
Twin·····$ 9.80 up
Suite ·····$47.50 up

Tokyu Hotel CHAIN

SHIMODA TOKYU HOTEL

A beautiful contrast between the deep blue sea with its flashing white spray against brilliant sunshine. Enjoy soothing Hawaiian mood at the Shimoda Tokyu Hotel.
Shimoda-machi, Shizuoka
Tel. (Shimoda) 1270

HAKUBA TOKYU HOTEL

A magnificent alpine-style hotel located on the outskirts of the Northern Japan Alps. Ideal for skiing, for mountaineering, and for hiking—in all four seasons.
Hakuba-mura, Nagano Pref.
Tel. (Hakuba) 150-1

KARUIZAWA TOKYU HOTEL

Our international summer resort at Karuizawa. Mt. Asama's active volcano is part of the majestic panorama.
Karuizawa-machi, Nagano
Tel. (Karuizawa) 3061

Information & Reservation
Tel: (Tokyo) 541 2411. (Osaka) 312 8013
Cable: TOKYUTEL Telex: 22 601

NOW

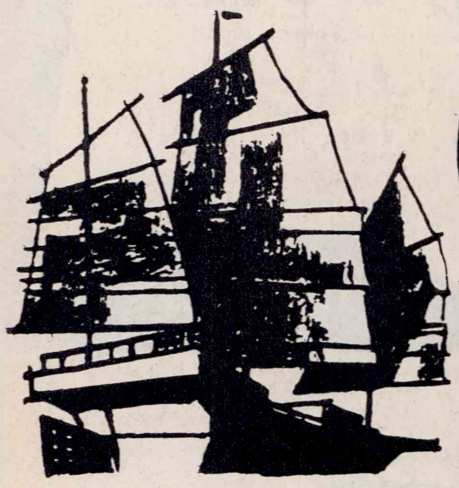
CATHAY PACIFIC

OPERATES

DAILY FLIGHTS

(EXCEPT WEDNESDAY)

BETWEEN



OSAKA HONG KONG

See your travel agent or
Cathay Pacific Airways, Palace Hotel, 1st Floor,
10, 1-Chome, Marunouchi, Chiyoda-ku, TOKYO. Tel 212-3526/9

CATHAY

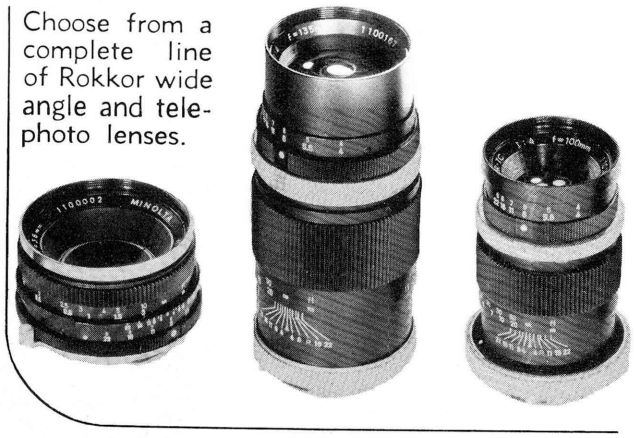
Cathay Pacific Airways, Seiko Building, 17, 2-chome, Sonezaki-Shinchi, Kita ku, OSAKA/KYOTO. Tel: 362-5651-4

Serving: HONG KONG • BANGKOK • BRUNEI • CALCUTTA • DJAKARTA
JESSELTON • KUALA LUMPUR • MANILA • OSAKA/KYOTO • PHNOM PENH
RANGOON • SAIGON • SEOUL • SINGAPORE • TAIPEI • TOKYO • VIENTIANE

TYO—108

QUALITY AND DIGNITY

Choose from a complete line of Rokkor wide angle and telephoto lenses.



For the man who wants the best

Minolta SR-7

with built-in CdS meter

Gives you professional results with easy operation under all kinds of conditions.

Features:

- F 1.4/58mm Rokkor lens, speeds 1 to 1/1000
- Automatic pre-set diaphragm, pentaprism viewfinder, instant return mirror and many other professional features.
- 17 interchangeable Rokkor lenses and 116 precision accessories.

Minolta Camera Co., Ltd.

Japan's Finest . . . . . .

Hotel Kowaki-en

In Hakone

Situated right in the heart of Japan's world-famous Hakone mountains, the **Kowaki-en** provides service, scenery and serenity. There is year-round swimming in the hot spring-fed pool... your choice of Japanese or Western rooms and cuisine. The **Kowaki-en** was featured in LIFE magazine as one of the world's leading hotels.

Twin $12.50 Japanese Room $12.50

Fujita TOURIST CHAIN

FUJITA TOURIST ENTERPRISES CO., LTD.

Reservations: Any travel agency or phone Tokyo (572) 0161 or Hakone (2) 2221

Salem softness freshens your taste

with the smoothest flavor in cigarettes today

Modern filter, plus · rich tobacco taste · smoothed with menthol · softened with fresh air

Step into the wonderful world of Salem

©1964 R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

Japan Illustrated

The **Japan Times** *Quarterly Pictorial Magazine*

¥180

SPECIAL REPORT:
WHAT MAKES JAPAN'S TRAINS RUN?
and
TIME OUT FOR LEISURE

1964·VOL.2·NO.3

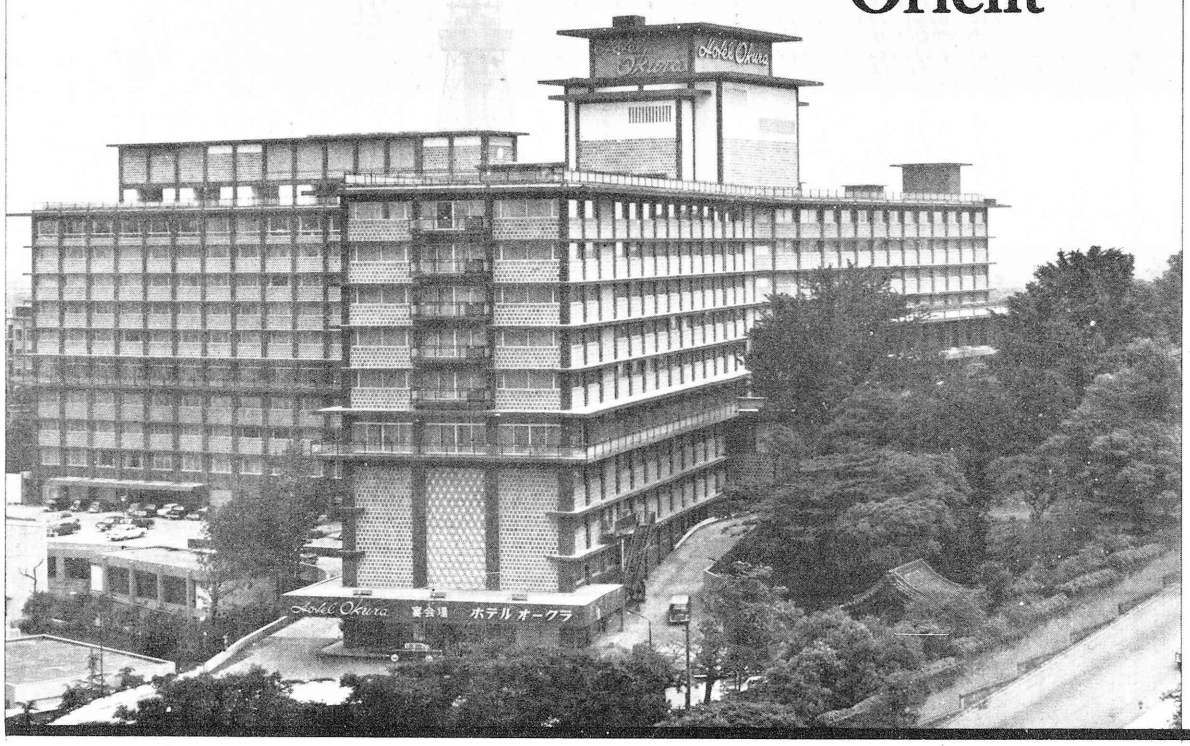
More Comfortable, Closer, Smoother Shaves with the BRAUN Honeycomb Shaving Head

The distinctive honeycomb pattern of the shaving head of the Braun Sixtant protects your skin no matter how tough your beard. Regardless of the angle of the shaver, the filled platinum head glides over your face with new ease and comfort. Braun Sixtant — the finest of all electric shavers.

Imported by Braun Electric Japan Ltd.
Sole Agent K. Hattori & Co., Ltd.
Braun Department

Braun Sixtant ¥10,600
SM 3 ¥8,600

The Pride of the Orient



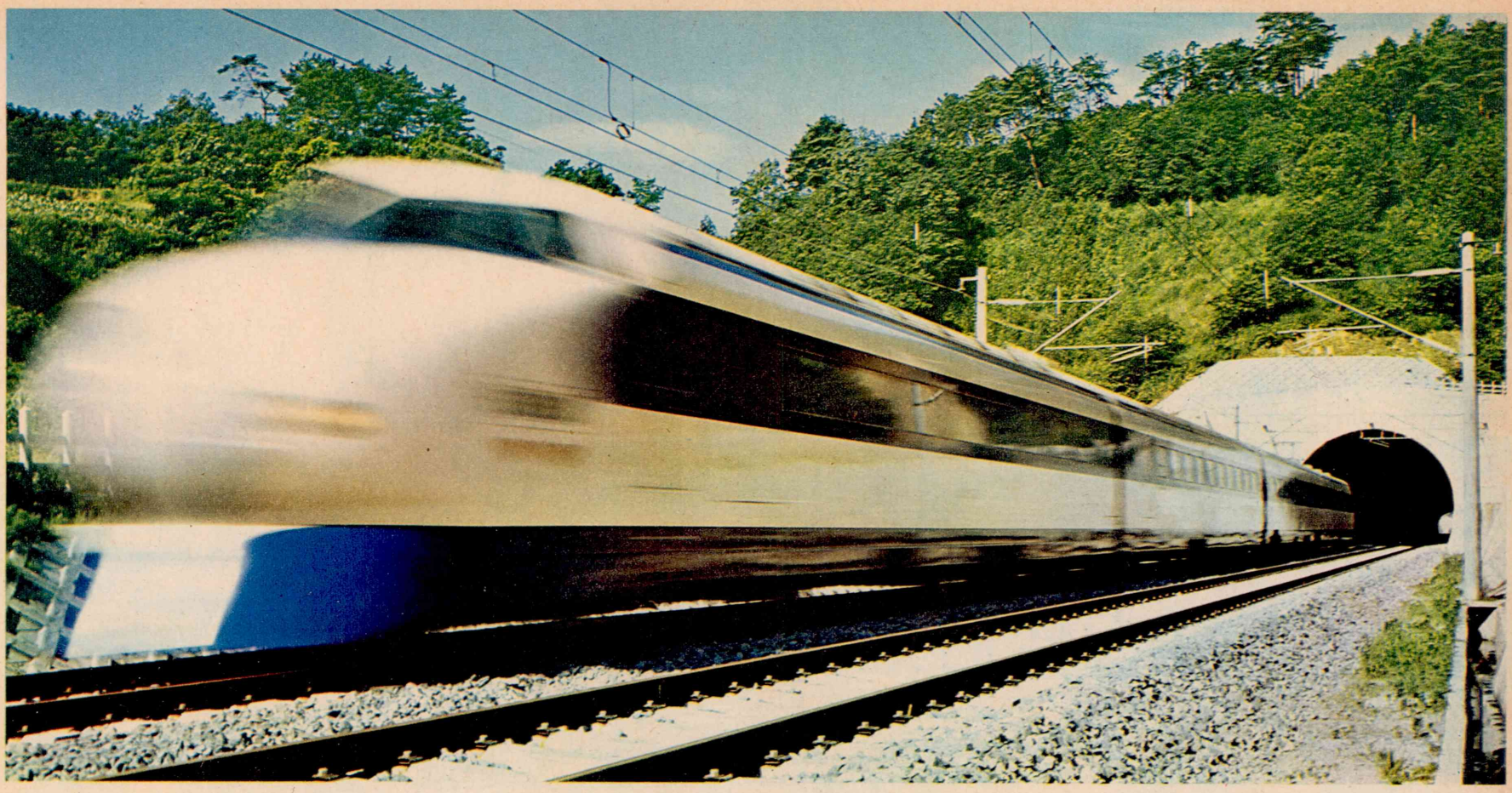
Hotel Okura elegantly symbolizes centuries of Japanese culture, enhanced by the modern inventiveness of the west. With Mt. Fuji as a background, The Okura is advantageously located in the heart of Tokyo, opposite the United States Embassy. Impeccably styled, air-conditioned guest accommodations include radio and television, of course. Cuisine is international, and lavishly served in a choice of atmospheric restaurants. Unusual luxuries include a Japanese Spa, Turkish Bath, Tatami Rooms facing a Japanese garden. Room Rate: Twin from $12.30

THE OKURA OFFERS:

- **550 luxurious air-conditioned guest rooms with private bath.**
- **2,500 seating capacity Banquet Hall with International Conference facilities.**
- **30 Banquet and Meeting Rooms.**
- **500-car Garage.**
- **6 exquisite restaurants, each with a superb International cuisine.**
- **Starlight Lounge.** ***Men's Bar.**
- **Admirable headquarters for businessmen.**
- **Magnificent Swimming Pool.**

Hotel Okura

The Distinguished Hotel of Tokyo
Iwajiro Noda, President & General Manager
ADDRESS: 3 Aoi-cho, Akasaka, Minato-ku, Tokyo, Japan
CABLE ADDRESS: HOTELOKURA TOKYO



TRAINS VS PLANES

You might think planes have the edge, particularly in speed. Not entirely true. The new Hitachi Superexpress streaks down the tracks at a phenomenal 155 miles per hour.

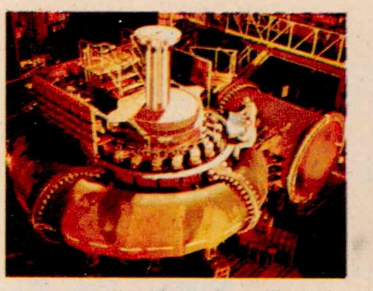
When the Superexpress goes into operation in late 1964 it will equal total airline time on the Tokyo-Osaka run, 320 miles in only three hours! On shorter runs the train is even faster than aircraft. A new era in railroading is about to begin.

Add to the speed the convenience of one carrier, no to and from airport travel, no waiting. You go downtown to downtown in one comfortable seat. With the introduction of the Superexpress Hitachi has achieved what many experts believed impossible — trains that effectively compete with aircraft.

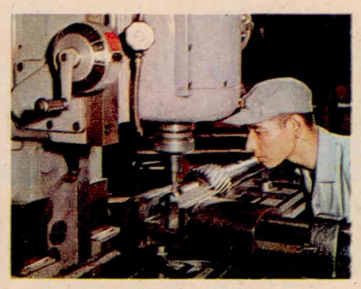
The Superexpress is guided by electronic control in the train, a motorman, and a supervisory control room in Tokyo. The train automatically increases speed when the line is clear, slows down or stops when the line is not clear. The human error factor is eliminated.

This is only one example of Hitachi versatility in industry, any industry. Hitachi manufactures more than 10,000 products from turbines and generators to transformers and trains. Anything powered by electricity and a few things that are not.

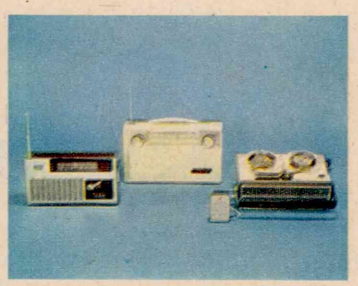
Hitachi brings you the finest first. Look for the name and buy with confidence.



Mammoth Hitachi turbines like this one are operating throughout the world.



High-speed Hitachi milling machines operate up to 2,000 rpm.

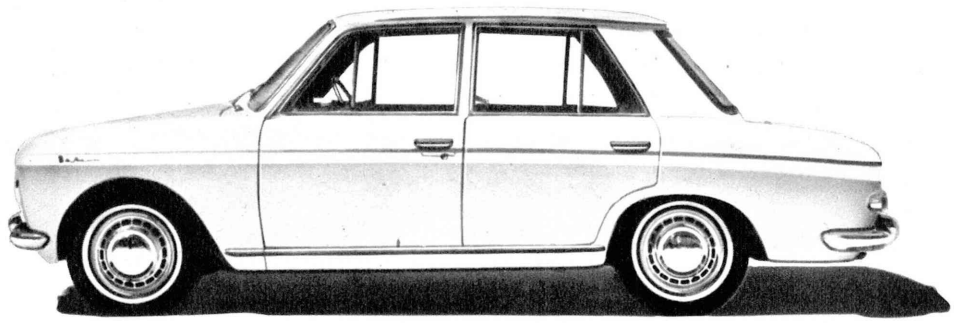


Transistor radios are one example of a complete range of electrical appliances for the home.

Main Products: Turbines and Generators / Transformers / Rolling Stock / Nucleonics / Power Shovels / Cranes / Machine Tools / Electronic Computers / Communications Equipment / Switchboards / Lighting / Electron Tubes / Semi-Conductors / Scientific Instruments / Refrigeration / Air Conditioning / Motors / Wire and Cable / Iron and Steel Products / Insulating Materials / Electrical Home Appliances

Hitachi, Ltd.
Tokyo Japan

DATSUN into the World Market



Fresh and new from Nissan Oppama Plant in Yokosuka, another batch of DATSUNs is loaded on board a freighter for shipment overseas. Cars ready to be shipped here are 1011 DATSUNs bound for Finland. This is the largest single shipment ever made from Japan.

The only Japanese car with a monthly production of over 10,000 units the DATSUN enjoys a growing popularity in some 60 countries of the world and accounts for more than 60 per cent of Japanese passenger car exports.

Dockside scenes like this are increasing in frequency at Nagaura Pier not far from Nissan Oppama Plant, the largest and most up-to-date passenger car plant in the Far East.

DATSUN

NISSAN

NISSAN MOTOR CO., LTD./Tokyo, Japan
Japan's Largest Exporter of Automobiles

Japan Illustrated
Vol. 2, No. 3, July 1964

CONTENTS

What Makes Japan's Trains Run. 5

Mrs. Tomiko Sen:
350 Years' Inheritance 22

Japan's Highest Honor 25

Time Out for Leisure 28

Something for Everyone in Japanese Department Stores 38

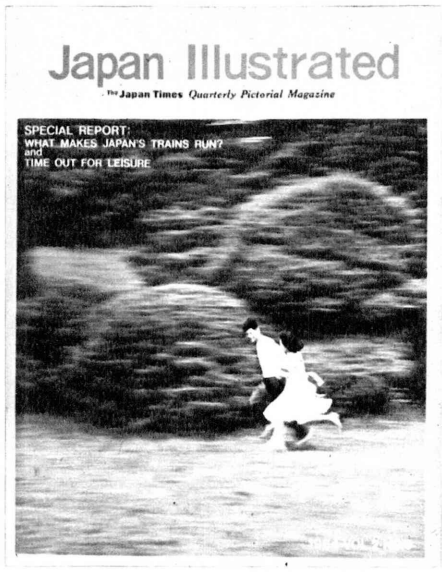
Best of Japan
as Recommended by Noted Personalities

- Kurashiki: Rice Warehouses and Art Museum—*Masaru Ibuka* 46
- Sushi—*Andre Brunet* 48

Izu Peninsula:
Skyline and Spas. 49

Guide to Seasonal Events 62

Layout:
Koji Detake
Photographs:
Masaharu Azuma, Nobuaki Fukui
Masaru Mori and staff photographers

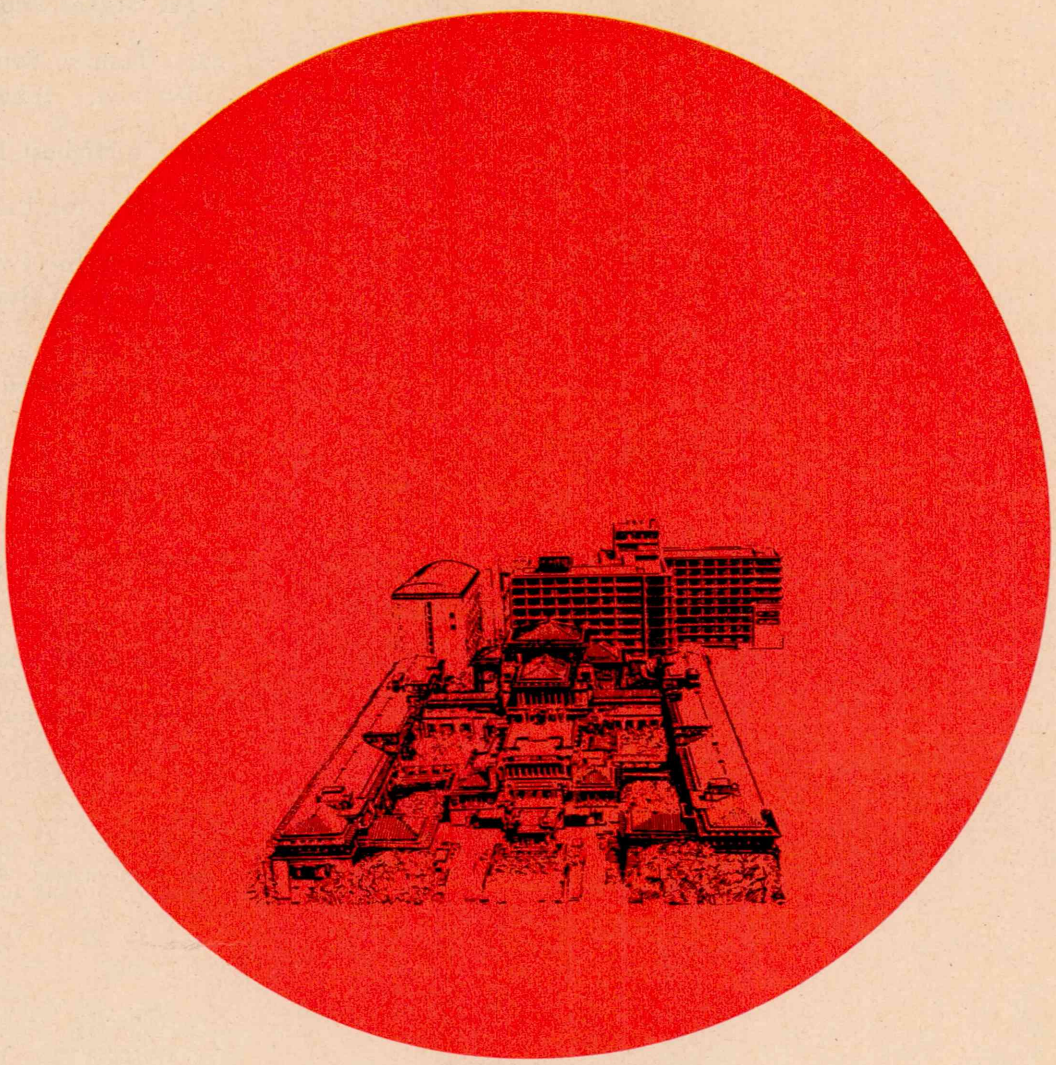


Cover photo by Nobuaki Fukui, 28 (c/o Shima, 869, 1-chome Asagayamachi, Suginami-ku, Tokyo). Mr. Fukui was a graphic designer before he became a photographer. Most of his work is, at the present time, connected with fashion photography.

Published by
The Japan Times, Ltd.
President: SHINTARO FUKUSHIMA

HEAD OFFICE: 1, 1-chome, Uchisaiwai-cho, Chiyoda-ku, Tokyo, Japan . . . . . Tel. 591-5311
OSAKA OFFICE: Yodoyabashi Bldg., 34, 1-chome, Nakanoshima, Kita-ku, Osaka . . . . . Tel. 202-3591
YOKOHAMA OFFICE: Kaiyo Kaikan Bldg., 1, 1-chome, Kaigandori, Naka-ku, Yokohama . . . . . Tel. 20-8488

DOMESTIC PRICE
¥180 (postage ¥50) per copy, Subscription Rate:
1 year: ¥720 (postpaid), 2 years: ¥1,440, 3 years: ¥2,160
OVERSEAS PRICE
90 ¢ per copy (postpaid), Subscription Rate: 1 year; $3.50 (including seamail cost), 2 years: $6.50, 3 years: $8.75
* AIRMAIL POSTAGE EXTRA *



Today as in 1890, the Imperial offers the ultimate in Tokyo hospitality

For 74 years the Imperial Hotel has maintained a tradition of impeccable service. Since the days of the Emperor Meiji, when it housed distinguished state guests, it has made the satisfaction of its patrons its only aim.

Today, knowledgeable world travelers still prefer the Imperial. It is easy to see why. For only the Imperial combines truly superior service, superb Western and Japanese cuisine, modern comfort and unexcelled convenience of location.

Whether you stay in the history-steeped old building or one of the two new annexes, Imperial hospitality will make your visit memorable. And the heart of downtown Tokyo will be only steps away from the quiet of your room.

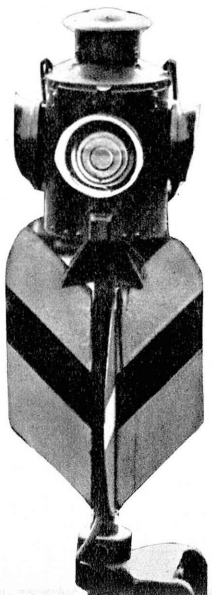
900 rooms and suites, 7 restaurants, 4 bars, complete facilities for international conventions, gorgeous Peacock Room for 650 dinner or 2,000 cocktail guests and smaller banquet rooms, shopping arcade, travel agencies and airline offices.

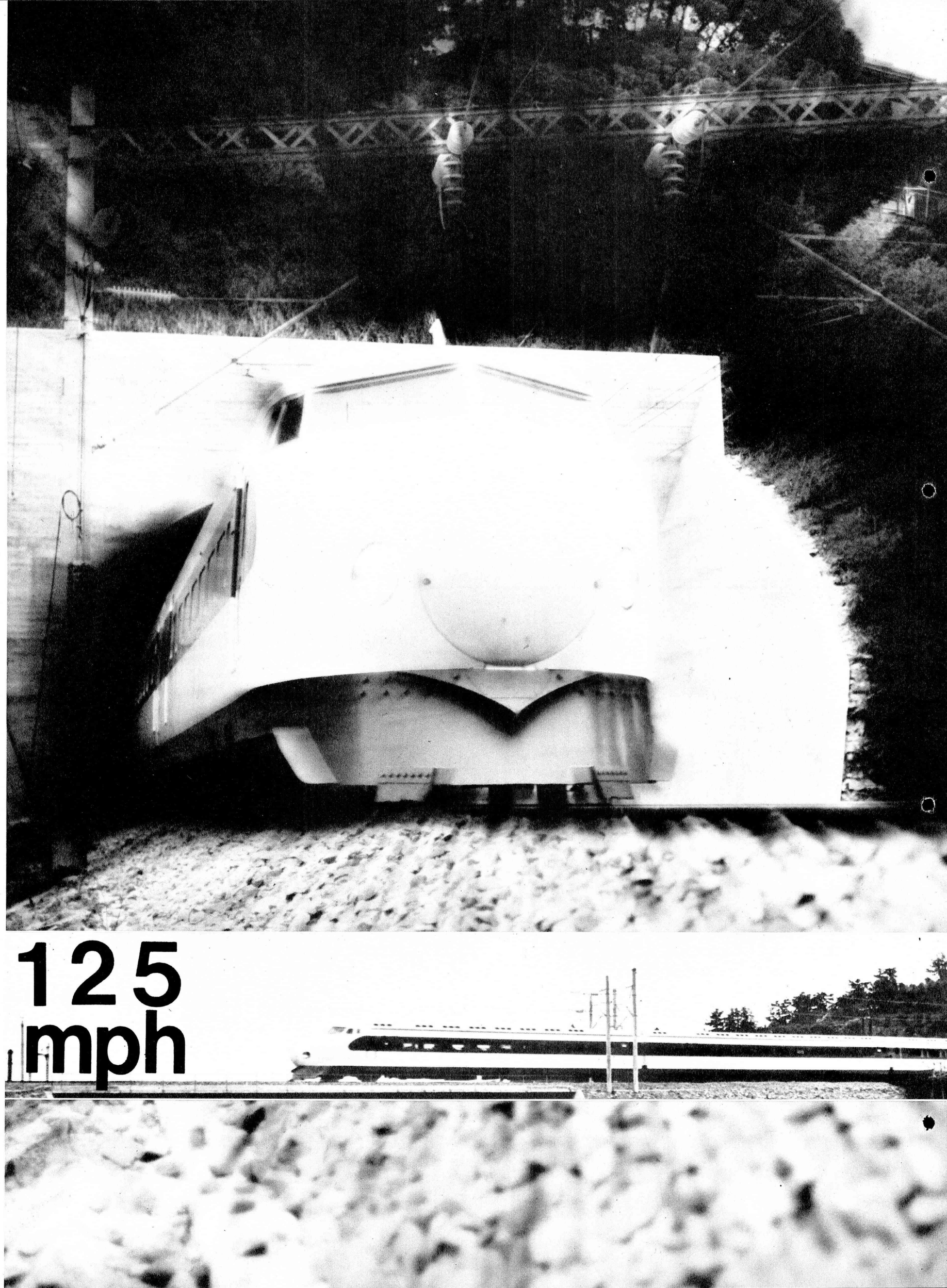
IMPERIAL HOTEL, TOKYO

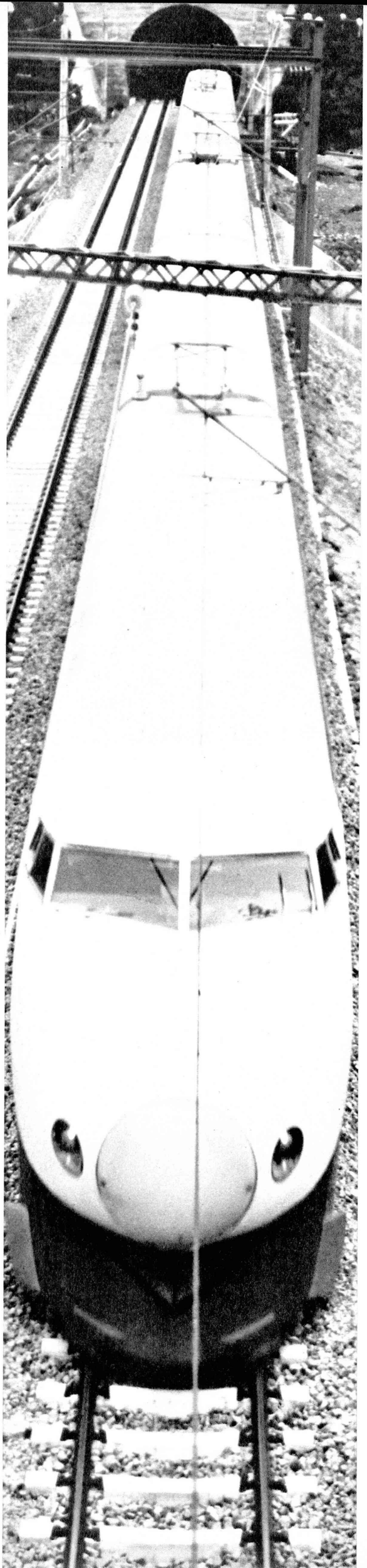
T. INUMARU, President & General Manager
Cable Address: IMPHO TOKYO Tel: 591-3141 Telex: Tokyo 22-346

WHAT MAKES JAPAN'S TRAINS RUN?

By TOSHIMICHI TAKATSUKASA




125
mph



THE NEW TOKAIDO LINE: ALREADY A LEGEND

When the New Tokaido Line is officially opened on October 1, the event will be a historic point in the history of transportation. More than the simple linking of Tokyo and Osaka, the event is significant in that it marks the inauguration of the world's most modern system of rail transportation. The new line makes other railway systems as dated as the original Tokaido route depicted in woodblock prints.

It took at least two weeks to travel between Tokyo and Osaka, then known as Edo and Naniwa, a century ago. The construction of the Tokaido Railway cut this to six and a half hours, but now only four hours will be required to travel the more than 300 miles between the two great urban centers of Japan.

The new trains, powered by electricity, will be 12 cars long, and will travel at a top speed of 125 miles an hour. This high speed has been made possible by a number of factors. The construction of tunnels to eliminate the need to climb inclines, the complete elimination of grade crossings, aerodynamically styled trains and a large—2500 meters—standard radius for all curves are among them.

Because of the trains' high speed, conventional signals are not usable. Therefore, an automatic train control system coupled with a signal board in the cab has been devised. All data is immediately indicated on the board. Other safety devices include a centralized traffic control system. This system enables men in a central control room in the new Tokyo Station to transmit information and instructions to all stations and all engineers in an instant via ultra-shortwave wireless.

As one means of providing passengers with a comfortable trip, the familiar clickclack sound of wheels running over joints has been virtually eliminated. Rail sections were made in longer lengths than usual and then welded when installed. Joints are to be found at intervals of one mile. Improved switches are used throughout, and concrete ties have been used in place of the traditional wooden ones. Rubber pads and other devices provide heavy-duty cushioning between the rails and ties. The gauge is wider than other Japanese railway lines, at four feet and 8½ inches.

Each passenger train will have two first-class cars, two combined second-class and buffet cars and eight second-class cars. Each train can carry 978 passengers.

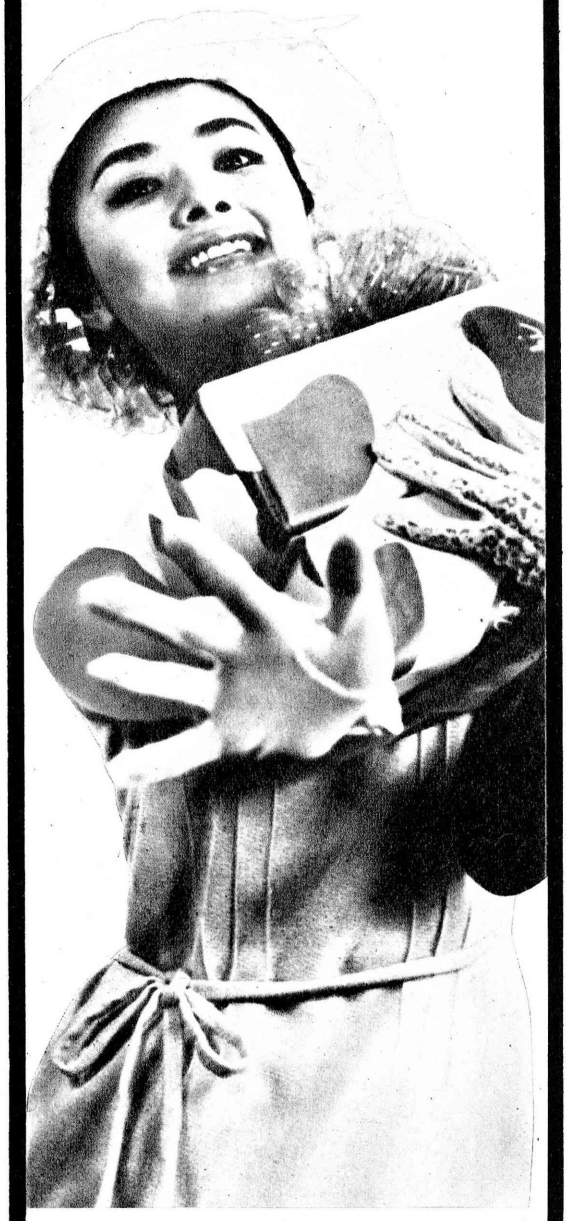
Super express trains are capable of making the run in only three hours, but for technical reasons the length of time used will be increased to four hours. Limited expresses will make the trip in five hours. Trains will depart at 30-minute intervals, starting at 6 A.M. daily.

Super expresses will stop only at Nagoya, while the limited expresses will stop at Yokohama, Odawara, Atami, Shizuoka, Hamamatsu, Toyohashi, Nagoya, Gifu-Hajima, Maibara and Kyoto, far fewer than the classic 53 stations of Hiroshige's series of prints.

The present Tokaido Line encompasses only three per cent of the length of track of the Japan National Railways but carries 25 per cent of the annual national JNR total of 5,600 million passengers and 200 million tons of freight. The New Tokaido Line is meant to alleviate this overcrowding.

Construction work began in 1959 with a budget of ¥400,000 million. In addition to technical problems, obtaining land for the right-of-way proved difficult, but as the project nears completion, all phases of work are being completed on time.

Mitsukoshi—— Where Old Japan Joins Modern Shopping Ease

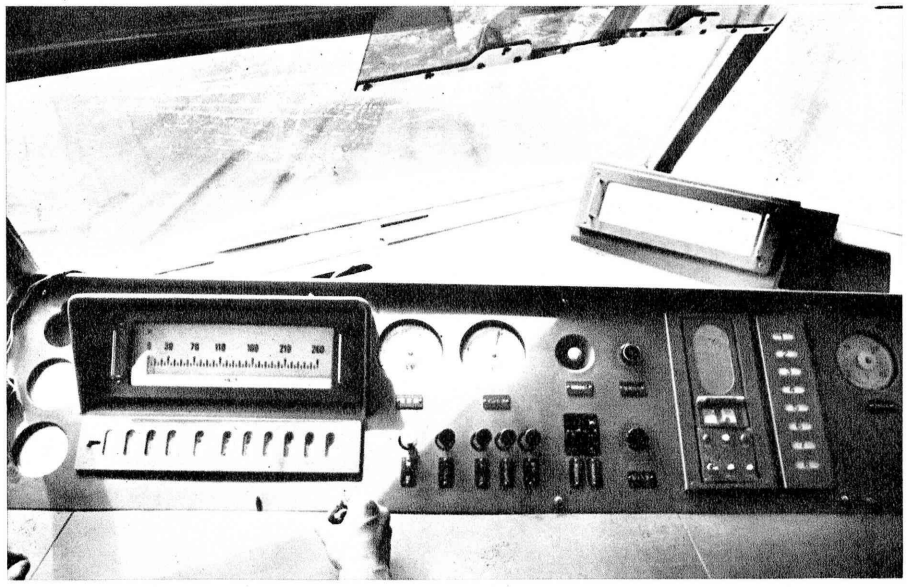


Telephone
TOKYO 270-3111, 241-3311
■ MAIN STORE
1-7, MUROMACHI, NIHONBASHI,
CHUO-KU, TOKYO

THE LEADING DEPARTMENT STORE IN THE ORIENT

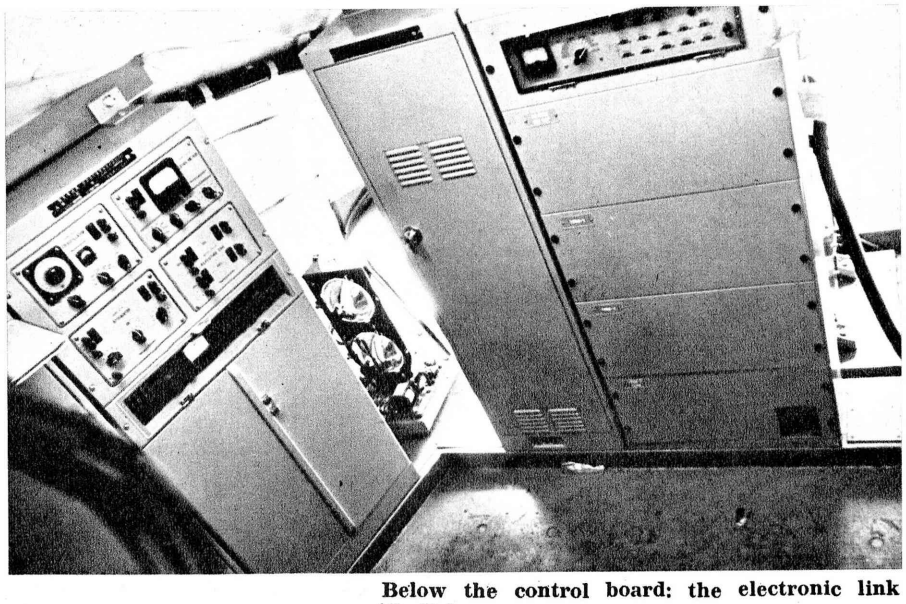
MITSUKOSHI

THE "TENNYO" STATUE
〈THE GODDESS OF SINCERITY〉
by Gengen Sato
A modern masterpiece of carving executed in traditional style
CENTRAL HALL / NIHONBASHI MAIN STORE



Engineered for precision and safety: the automatic controls.

When the project was first announced and later authorized, there was criticism from some quarters on the basis that rail transportation is outmoded in comparison with intercity trucking and the expansion of air routes. Nevertheless, such claims may be easily disproved by an examination of the pertinent facts. Regarding the transportation of passengers, for example, a Boeing 727 can fly only 124 persons between Tokyo and Osaka. When the time needed to go to and return from airports is considered, it becomes evident that a single train of the New Tokaido Line can move many more passengers than can the plane, and in approximately the same time.



Below the control board: the electronic link with Tokyo.

Maximum comfort in first-class.

Diesel-powered Hibari limited express.

ALONG OTHER LINES

The worldwide fame of Japan's railways has been earned, to a great extent, by the modern trains which have preceded those of the New Tokaido Line.

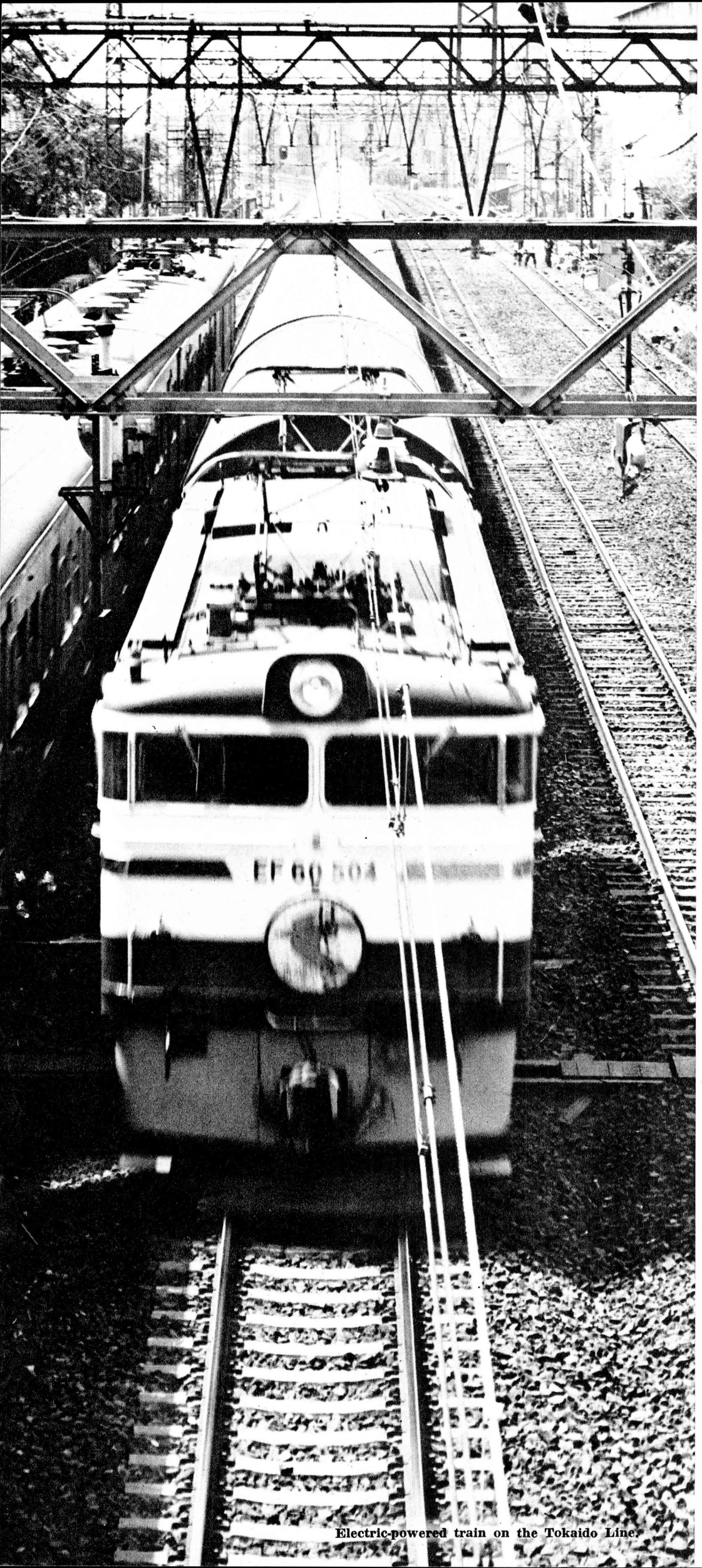
These sleek trains have been given appropriately fine names for each type, such as Kodama (Echo), Asakaze (Morning Breeze) and Kegon (the name of Nikko's famous waterfall).

The Kodama trains are air conditioned 12-car electric trains on the Tokyo-Osaka run. They have a maximum speed of 80 miles an hour. After the New Tokaido Line is opened, the JNR will transfer these to another line.

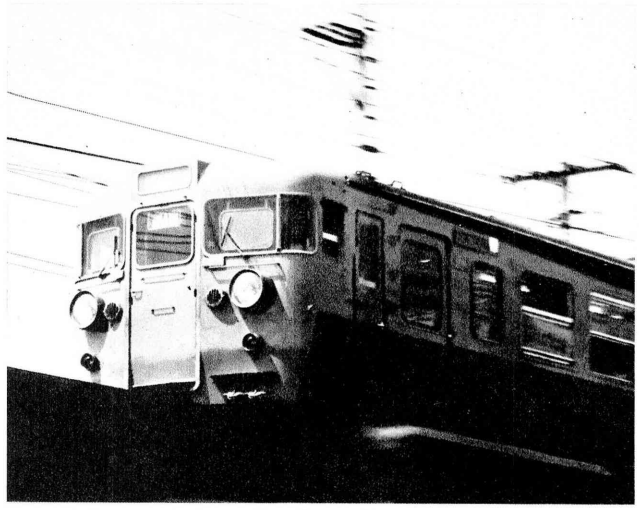
Major lines which have not been electrified are serviced by trains similar to the Kodama but powered by Diesel engines.

The Asakaze trains are operated as night expresses between Tokyo and Kyushu and Tokyo and Aomori to the north. The cars are considered to be the best equipped in Japan. Of the total of 15 cars, 10 are sleepers. Three regular cars, a dining car and a baggage car complete each train. All compartments are air conditioned and an air suspension system cushions the sleepers.

Private railway companies, which operate many lines to resorts and recreation areas, have "Romance Cars," providing comfortable seats and a panoramic view of the scenery. The Kinki Nippon Railway Company's line linking Osaka and Nagoya, which have many historical sites between them, has two "Vista Cars" in each streamlined six-car electric



Electric-powered train on the Tokaido Line.

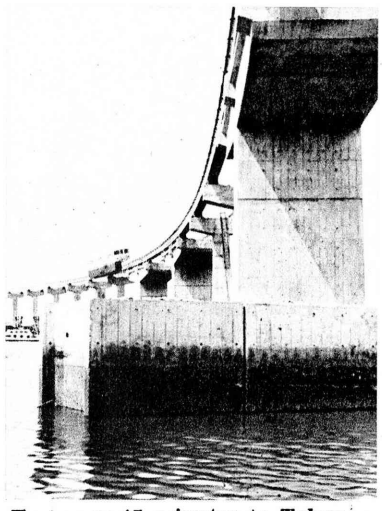


Work-horse of the rails: the ordinary express.

An A
only.

Precision underground: all-stainless-steel subway train.

Odaky



Test run: 15 minutes to Tokyo.

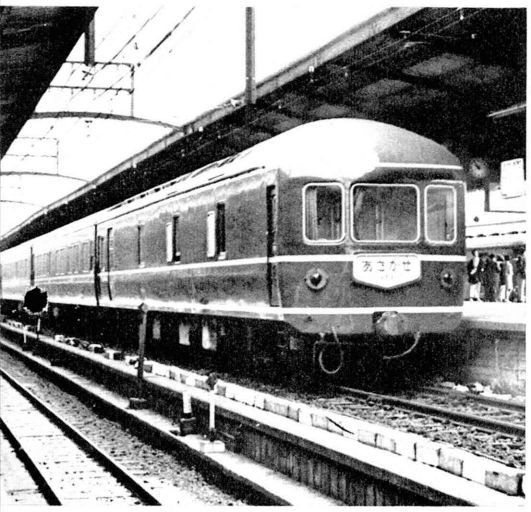
Observation car of a Kodama

train. This is also the fastest privately operated train in Japan, requiring only two hours and 13 minutes to travel the 117 miles separating Osaka and Nagoya.

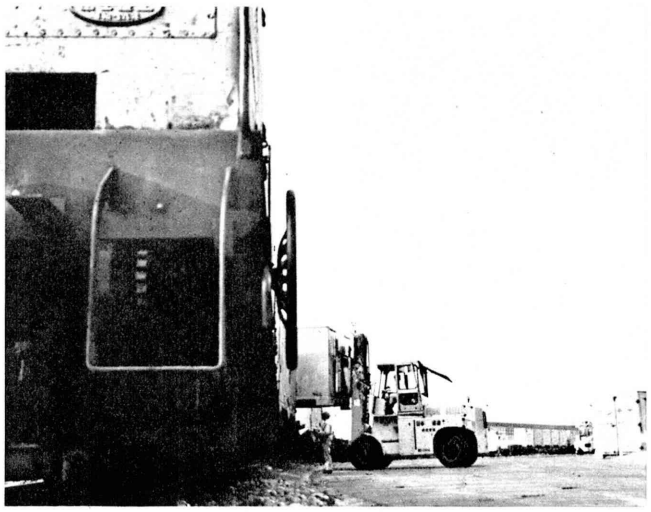
The Tobu Railway Company's Kegon is an electric express operated between Tokyo and Nikko. The 85 mile distance is covered in one hour and 48 minutes.

Tokyo and Hakone are joined by 11-car electric trains which make sixteen round trips daily. All cars are air conditioned and have air suspension systems.

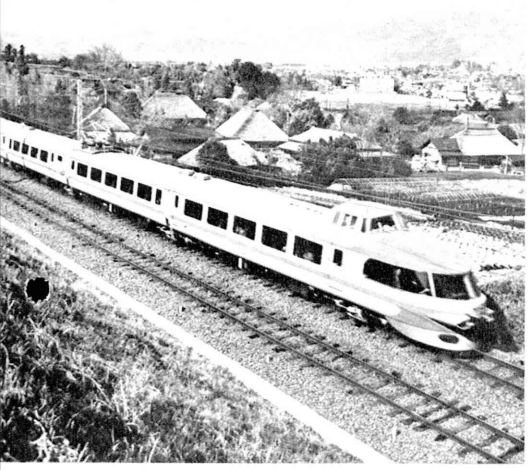
A monorail train will be operating between Haneda Airport and downtown Tokyo from this autumn. At present, it takes a minimum of 40 minutes by bus to make this trip; by monorail only 15 minutes will be necessary.



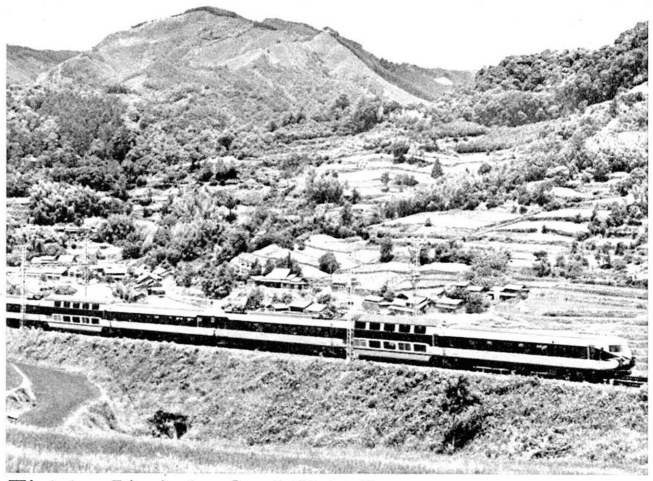
akaze-type train, this one with Pullmans



Loading an all-container freight.



Line's Romance Car limited express.



Kintetsu Line's two-level Vista Car.

express.

Kodama buffet car.

Tobu Line's lounge car, en route to Nikko.

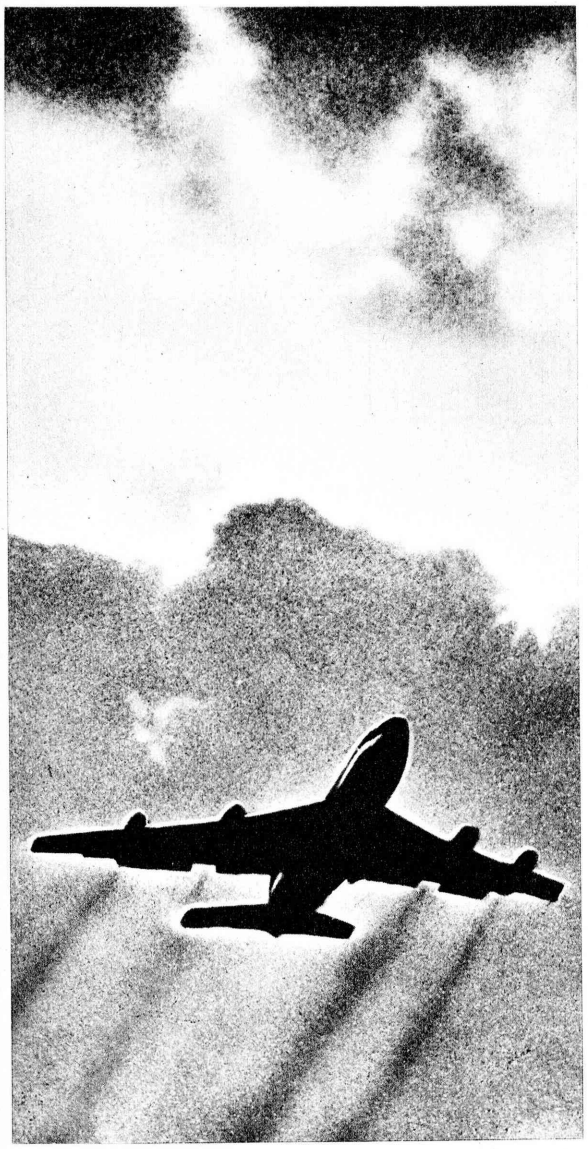
The Blooming State of Japan's Economy!

Japan's economic condition is now in full bloom. And behind this, is the Sanwa Bank, rendering its reliable banking services and facilities, whenever and wherever needed. The challenges of tomorrow, will require firm and well determined decisions. And you'll find the Sanwa Bank then, just as now, advising, assisting and contributing towards a continuous full bloom.

THE SANWA BANK LTD.

HEAD OFFICE: OSAKA
JAPAN: 190 BRANCHES

OVERSEAS: LONDON, NEW YORK, SAN FRANCISCO, HONG KONG



That wonderful Pan Am feeling

It's a feeling reserved for travellers who choose Pan Am. Wherever they go—the U.S.A., Europe, Africa, the Caribbean, Central or South America, Asia, throughout the Pacific or 'Round the World—travellers feel *better* because they're flying Pan Am. No Wonder. Pan Am is the World's Most Experienced Airline.

Pan Am's Experience means more to them—and to you than all that we or anyone else can offer you on a Jet trip.

It means more than the convenience of hundreds of Pan Am flights linking major cities of the world, more than cuisine by *Maxim's of Paris* and matchless cabin service.

It goes much deeper than the fact that Pan Am's flight and maintenance crews are trained to the highest governmental standards in the world.

It goes far beyond the fact that Pan Am can be *your home away from home,* where you can get travel help in 900 offices throughout the world.

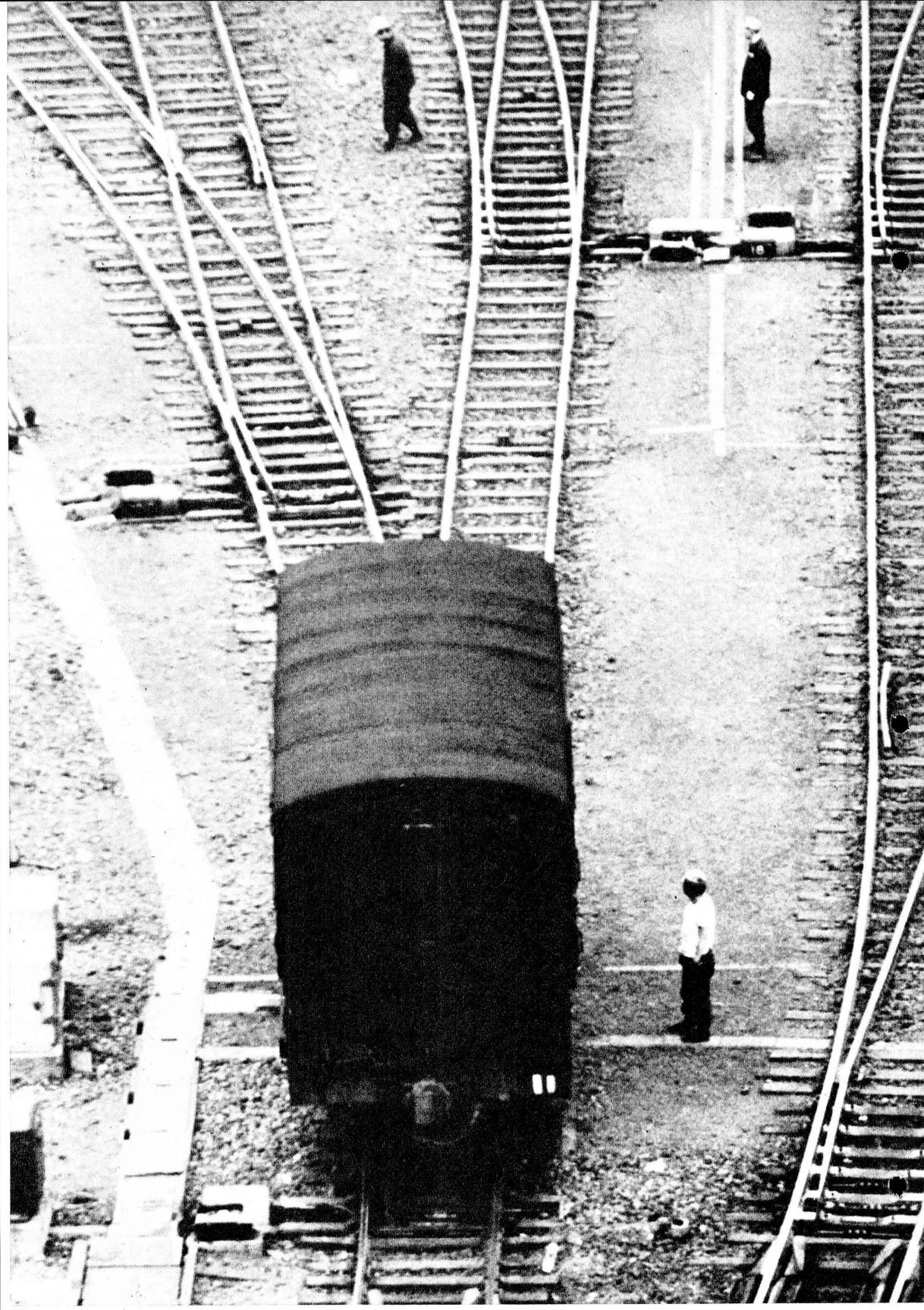
It has everything to do with your frame of mind—the *good* feeling that's yours when you know that you've chosen to fly the very best there is: the World's Most Experienced Airline.

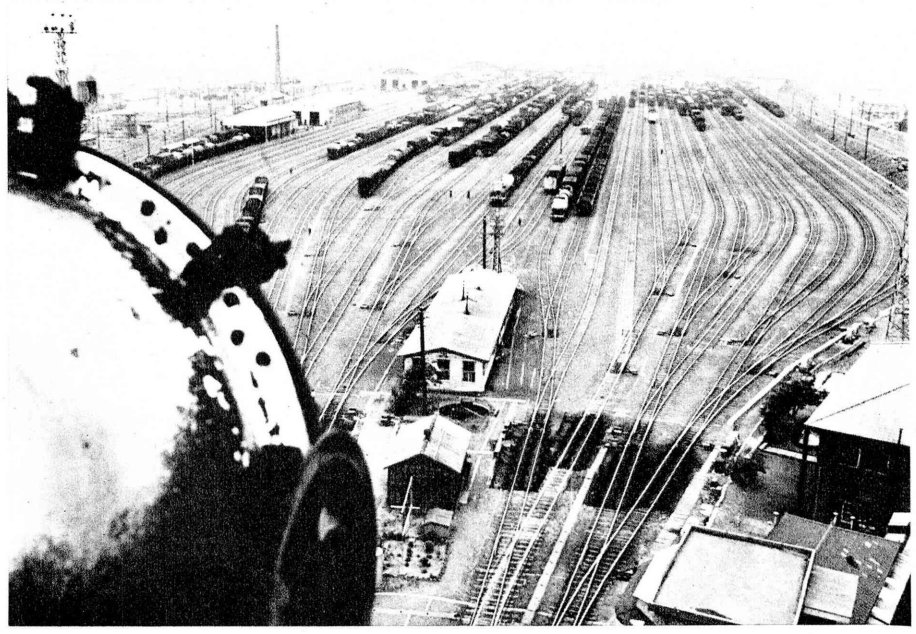
Tokyo : 211-2441, Mitsubishi Shoji Bldg.
Osaka : 202-6048/9, Osaka Grand Hotel
Nagoya : 57-6006, Dai-Nagoya Bldg.

PAN AM

You're better off with Pan Am —
world's most experienced airline

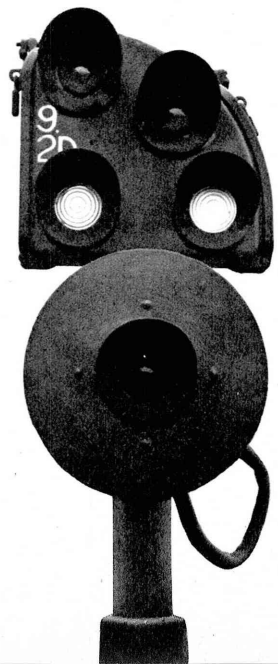
FIRST ON THE PACIFIC . . . FIRST ON THE ATLANTIC . . .
FIRST IN LATIN AMERICA . . . FIRST 'ROUND THE WORLD



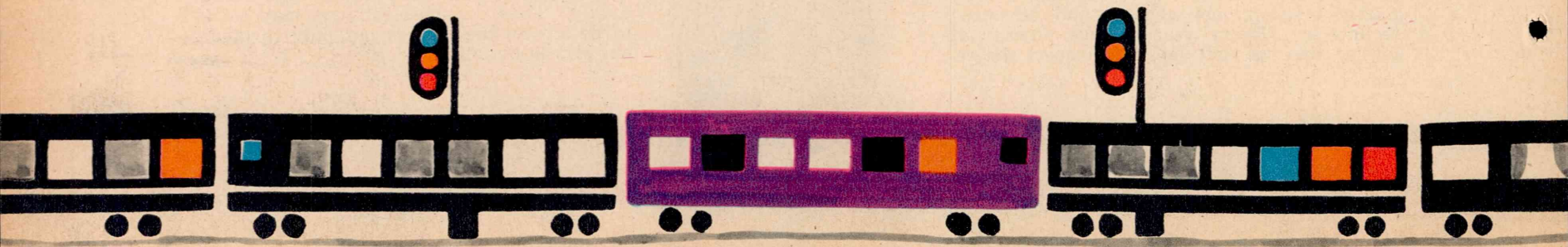


THE ARTICLE'S CABOOSE: RAILWAY MISCELLANY

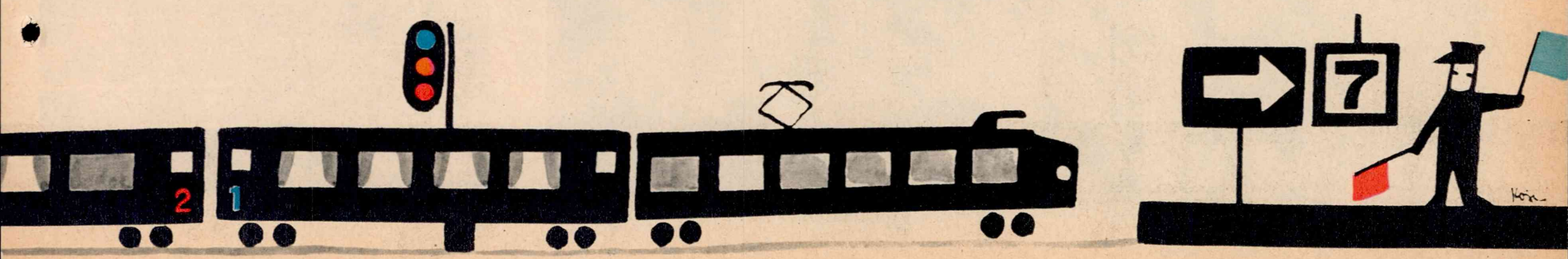
That Japanese trains are run on a virtually split-second schedule has become known throughout the world. At the same time, railroad experts in almost every nation also respect the Japanese railway system for its highly efficient management and advanced technology. Every year a large number of foreign experts visit Japan to inspect the remarkable achievements of the system, and lose no time in providing more kudos than those who came before.



Although Japan's land area is small—50 per cent bigger than England—the railway network totals 17,000 miles. Japanese trains travel 1,314,000 million passenger miles a year and freight cars haul 363 million mile tons annually. Thus, Japanese railways may be said to be among the leaders not only in quality but also in quantity.

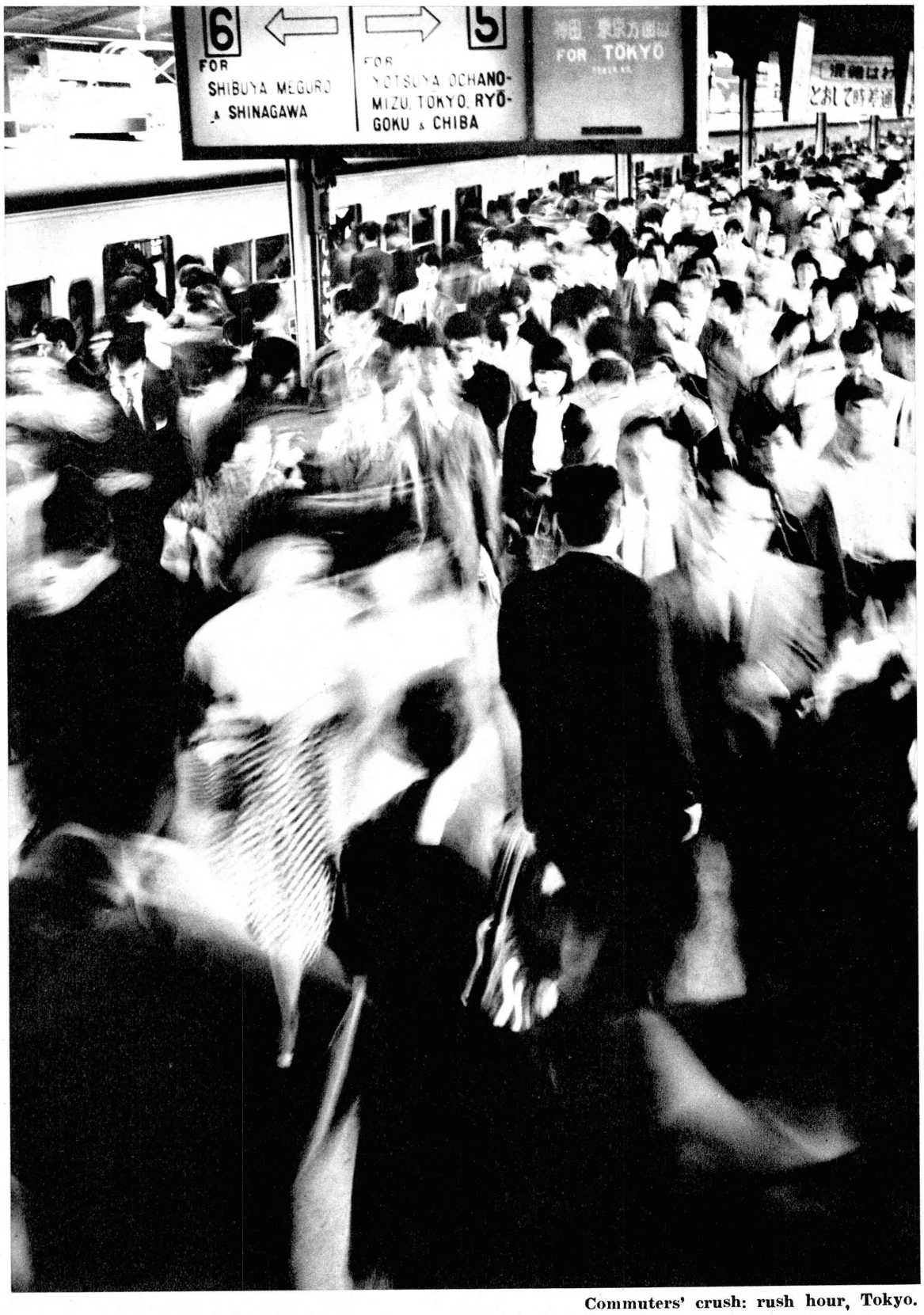


30
35


2
1
7

Inter-and intra-urban trains are so crowded during the rush hours that photographs of hired hands pushing the last riders into the cars have been published all over the world. At some stations these men have been converted from "pushers" to "pullers" as commuters fill cars to 300% of the originally estimated capacity. The Chuo Line in Tokyo has 10-car trains running at 2-minute intervals during the peak periods, and can do no more towards alleviating overcrowding.

Outlook for the future? Tokyo is certain to continue to be the most crowded city in the world. Spurred by the Olympics, highway construction in Tokyo has proceeded rapidly,



Commuters' crush: rush hour, Tokyo.

Redcap! Redcap! Akabo!

but Japan's major cities have grown so quickly, particularly after the war, in the absence of automobiles, that highway and street congestion is often so bad that crowded trains are 10-car trains running at 2-minute intervals preferable. One may expect to see some improvement as universities and governmental offices are moved from the centers of major cities, and perhaps with the introduction of staggered working hours in some industries. Although automobile registrations are rapidly increasing, there is every indication that the vast majority of commuters will continue to ride the rails.

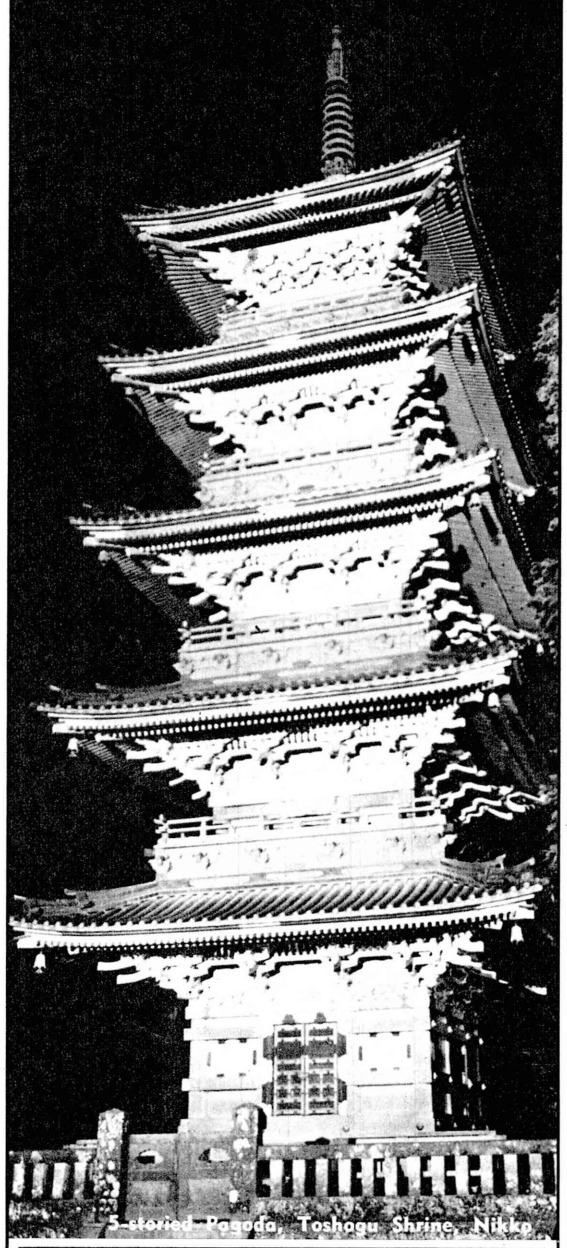
New Shinjuku Station, for 1,200,000 people a day.

The ticket reservation center: of necessity, fully automated.

Short Cut to Nikko

Take JNR's train starting from the heart of Tokyo

Fast and comfortable reserved seats, Semi-Express takes only 2 hrs. to Nikko



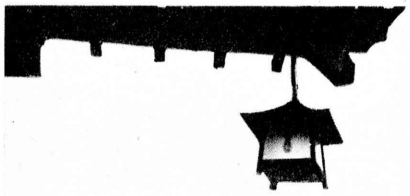
5-storied Pagoda, Toshogu Shrine, Nikko

JNR SEMI-EXPRESS SCHEDULE

CHUZENJI-GO:	Shinjuku	7:15→ 9:14 19:27←17:27	Nikko
NIKKO-GO:	Tokyo	8:15→10:13 18:50←16:50	Nikko
DAIYA-GO:	Ueno	7:50→ 9:56 18:15←16:08	Nikko
SHONAN-NIKKO-GO:			
Ito 7:45→ 17:55←	Tokyo	10:00→11:58 15:58←14:00	Nikko

Fare ¥400, Seat reservations & Semi-Express fare ¥200

JAPANESE·NATIONAL RAILWAYS



What's so special about . . .

the **FUJIYA HOTEL** chain

in the Fuji-Hakone National Park

Just about everything . . .

- Only 2-hour ride from Tokyo
- Rich hot springs
- Commands a magnificent view of Mt. Fuji and the surrounding lakes.
- Enjoy year round recreation!
- Fish, golf, swim or go for a thrilling boat ride!

FUJIYA HOTEL

Miyanoshita, Hakone

Japan's most distinguished resort for 86 years

Cable Address: FUJIYAHOTEL
Telex: 217-18 (FUJIYAHOTEL)

HAKONE HOTEL
on Lake Hakone

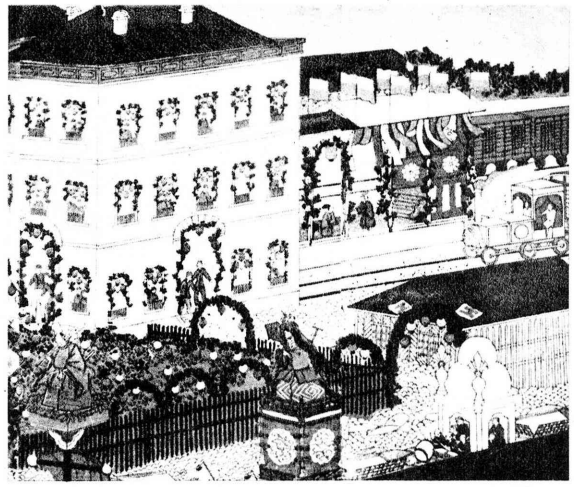
Fujiya Sengoku Annex & Sengoku golf course
Sengokuhara, Hakone

Fuji-View Hotel
on Lake Kawaguchi

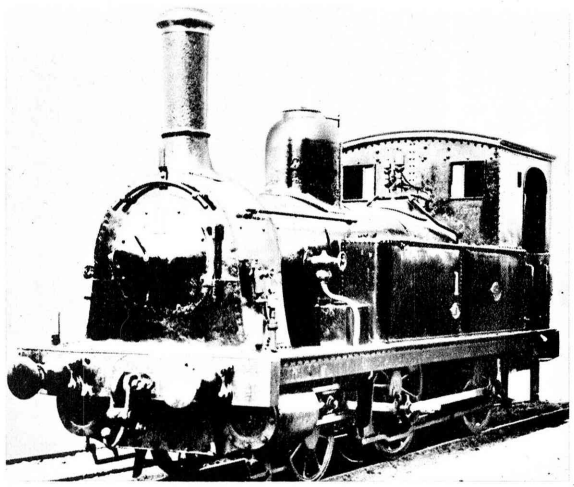
Kikka-So Inn
Miyanoshita, Hakone

For reservations, call your travel agent or our Booking Offices

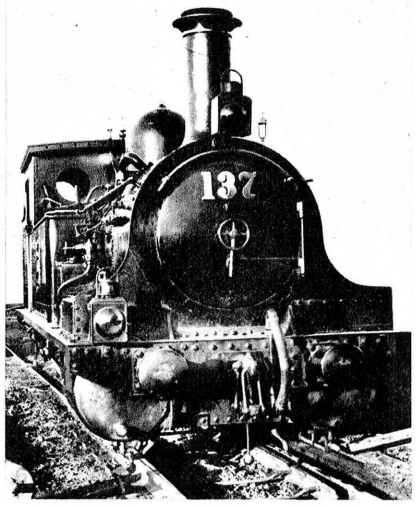
Tokyo 572-1625/6,
Telex: 24-151 (FUJIYAHOTEL)
Osaka 631-8947



Celebrating the birth of railways in Japan: 1868.



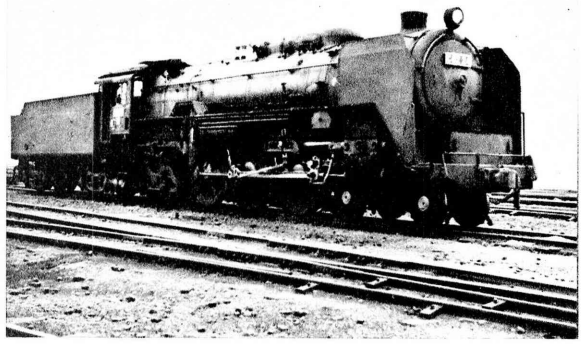
Japan's first locomotive.



The first locomotive made in Japan.

One of Japan's veterans: coaler No. 649.

Coaler type C51 used for limited expresses.



Japan's last coaler: the C62.

RAILWAY HISTORY IN JAPAN

The first railway line in Japan had Shimbashi Station in Tokyo and Yokohama as its terminals and was opened on October 14, 1872. Emperor Meiji attended the ceremonies marking the opening of the 18-mile line. Construction of the line had been started in 1870 with Edward Morel as chief engineer and was under the supervision of several British railway experts.

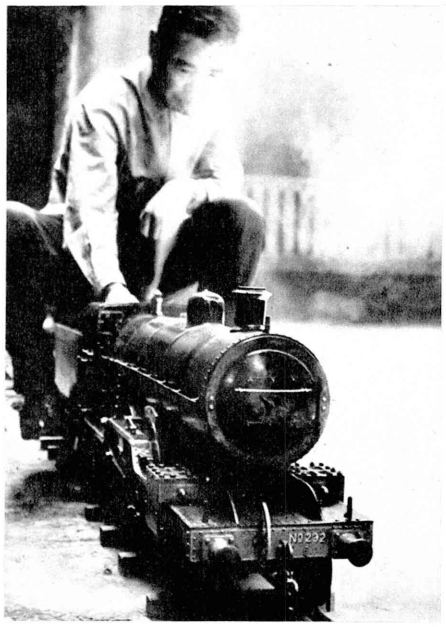
A passenger in those days rode for 53 minutes during his Tokyo-Yokohama trip. The ten locomotives, 58 passenger cars and 75 freight cars used on the line were imported from England.

After this beginning, work proceeded quickly, and all major railway networks were essentially completed early in the twentieth century. Private railway firms were established, but in 1906-07 the Government absorbed all 17 major companies then in existence.

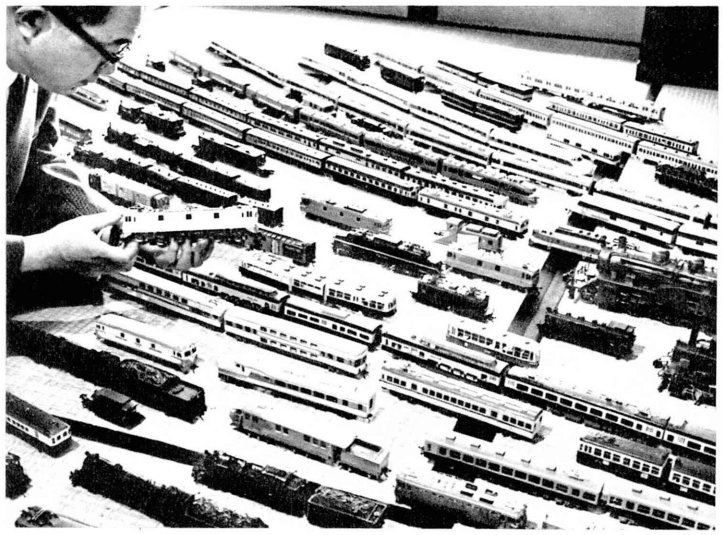
At the beginning of the twentieth century, Japan became capable of producing her own locomotives and cars. In 1925, the old method of connecting cars and locomotives by means of screws and chains was abolished and automatic connecting devices were installed.

It was during this period that the electrification of the main suburban lines and of lines in districts where there were steep inclines was planned. Electrification of the Tokaido Line, however, was not realized until relatively recently. Before the war, military leaders opposed electrification on the grounds that bombardment by warships might cut the electrical lines and result in stalled trains. Before the war, only about 80 miles of lines entering Tokyo were electrified.

The construction of long tunnels was a difficult problem which has been successfully solved during the development of Japanese railways. The Tanna and the Kammon Undersea Tunnels may be cited in this regard. It took a total of 16 years to construct the 6-mile-long Tanna Tunnel which was finally opened in 1934. The Kammon Undersea Tunnel, connecting Shimonoseki on Honshu and Moji on Kyushu, was completed in 1942. The completion of the 2-mile-long submarine tunnel necessitated revisions of train schedules throughout the country.



Dr. Seiichi Watanabe (105 Morikawa-cho, Bunkyo Ward, Tokyo) took ten years to make this coal-burning locomotive. Named "Flying Jiro," it rides on a 5" gauge track and can carry ten children at a top speed of 10 mph.



Mr. Fumio Kikuchi (1 Ekimae, Nakano Ward, Tokyo) has been making H.O. gauge scale models for 30 years. Seeing veteran Kikuchi's 400 cars is just like being in a railway museum!

The Hokuriku Tunnel, completed in 1962, is the fifth longest tunnel in the world: 8.7 miles long. The opening of this tunnel brought about a transportation revolution in the Hokuriku district along the Japan Sea coast and north of Tokyo. Excavation of a tunnel which will connect Honshu and Hokkaido is now under way. To be called the Seikan Undersea Tunnel, its completion is expected to bring about a great increase in traffic between the two islands.

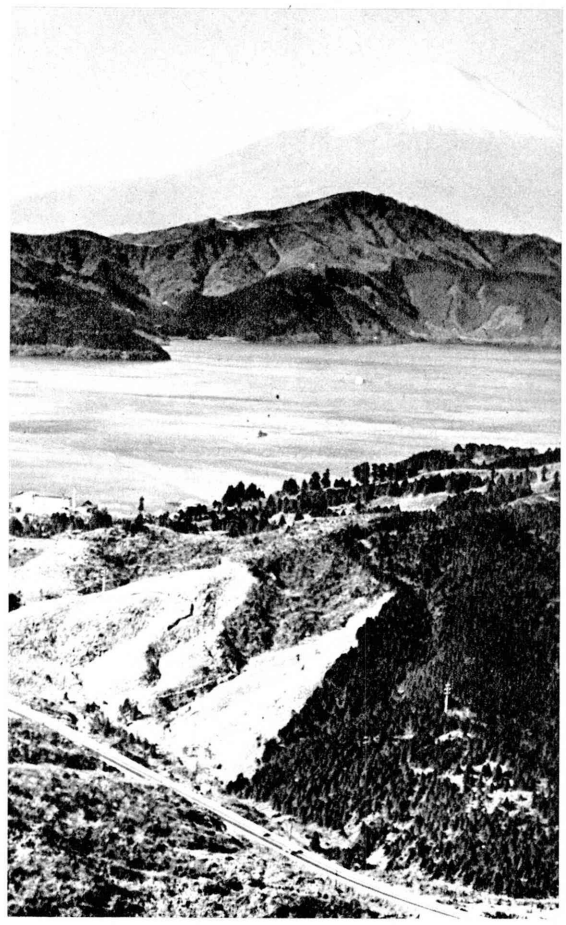
Japanese railways, which suffered considerable damage during the war, made a swift recovery, particularly after 1950. With the implementation of a series of modernization programs, Japanese railways have witnessed a phenomenal development, highlighted by the construction of the New Tokaido Line.

RAILWAY ENTHUSIASTS

As in any country, there are many railway enthusiasts in Japan. Throughout the country there are many railway model clubs; the most representative is the Japan Railfan Club with a membership of 7,000 and 18 chapters throughout the country. The club's headquarters is in the Transportation Museum in Tokyo.

Railway hobbyists may select their special interests from a variegated and wide field. There are fans who concentrate on making models of trains, those who collect railway tickets and pictures, those who enjoy studying the history of trains, those who make scale models as shown above and those such as the present writer who make and then enjoy listening to tapes of railway songs and sounds. This last aspect of popular interest in railways has become quite popular lately.

Mr. TOSHIMICHI TAKA-TSUKASA is Assistant to the General Manager, Transportation Museum (Tokyo).



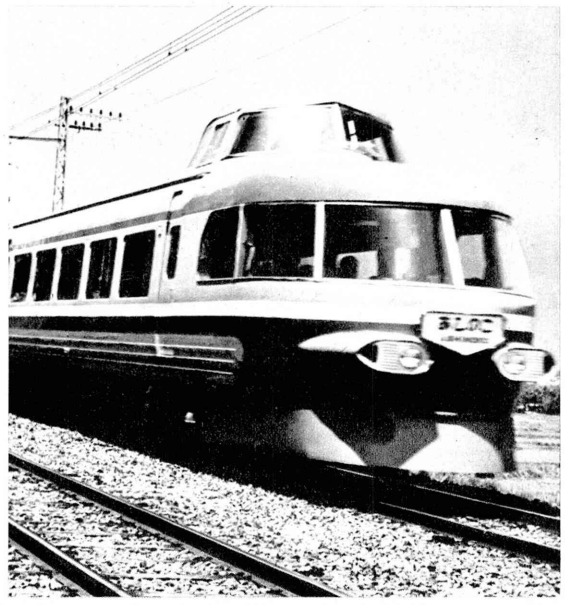
If it's Hakone . . .
it's by Odakyu!!
It offers comfortable
"Romance Car"

Your itinerary in Japan after attending the Tokyo Olympics should include Hakone, a famous tourist resort blessed with abundant scenery, hot springs and innumerable places of historical interest. Odakyu's comfortable "ROMANCE CAR" provided with soothing music swiftly whisks you to Hakone . . . a proverbial land of enchantment. Remember, only Odakyu offers "one line, no transfer" service to Hakone.

* "ROMANCE CAR" leaves Shinjuku Station every 30 minutes.
* Only 79 minutes to Hakone.
* Waitresses serve snacks, soft drinks, etc. listed on menus.
* For information, please call 361-7121.

Odakyu Electric Railways

2—28, Yoyogi, Shibuya-ku, Tokyo, Japan



Although it is often said that railway industries are declining, one cannot but wonder whether this is always true. There is more than ample evidence to indicate that in Japan the railway industry is prosperous and growing.

The New Tokaido Line is the most outstanding proof of this. Constructed at a cost of more than $1,100,000,000, it incorporates engineering and design innovations in its every aspect. Each new train can speed up to 986 passengers between Tokyo and Osaka at speeds up to 125 miles per hour. Travel time has been cut to less than half of what was previously required. It will take only three hours to travel the 320 miles between Tokyo and Osaka, and there will be 26 round trips each day. The elimination of grade crossings and inclusion of many safety measures, coupled with numerous devices to insure passenger comfort also speaks well for all those connected with the line's planning and construction.

This, the most modern transportation system in the world, is tangible proof of the strength of the Japanese railway industry, which is capable of successfully competing with the trucking and air freight industry for the moving of freight and also with jets and automobiles for the transportation of people.

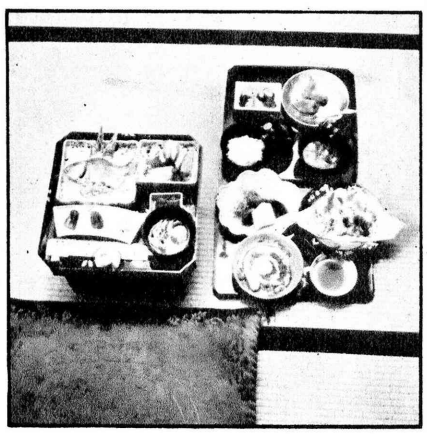
SHE KNOWS ABOUT SHISEIDO COSMETICS

This "Beauty from the Orient" owes her satin-smooth complexion and alluring charm to the skillful blending of oils, herbs and secret beauty ingredients which has made Shiseido famous. Throughout Japan, Hawaii and Southeast Asia Shiseido's unsurpassed quality has established it as the fifth largest cosmetics company in the world. Shiseido offers 400 different types ranging from foundation cosmetics to all types of skin-care items.

Remember..... Shiseido for youth and beauty.

SHISEIDO
GINZA TOKYO

300-YEAR OLD TYPICAL JAPANESE GARDEN IN TOKYO
GENUINE JAPANESE-STYLE RESTAURANT & TEA CULT



* Japanese Cuisine
  (Japanese-style dishes)
  Tempura
  Sukiyaki
  Sushi
  etc.
* French Cuisine
* Barbecue

HAPPO-EN

HAPPO-EN

1-52, Shiba-Shirogane-Daimachi, Minato-ku, Tokyo
Tel: 441-8101/5

DISTINGUISHED JAPANESE WOMEN (4)

MRS. TOMIKO SEN: 350 YEARS' INHERITANCE

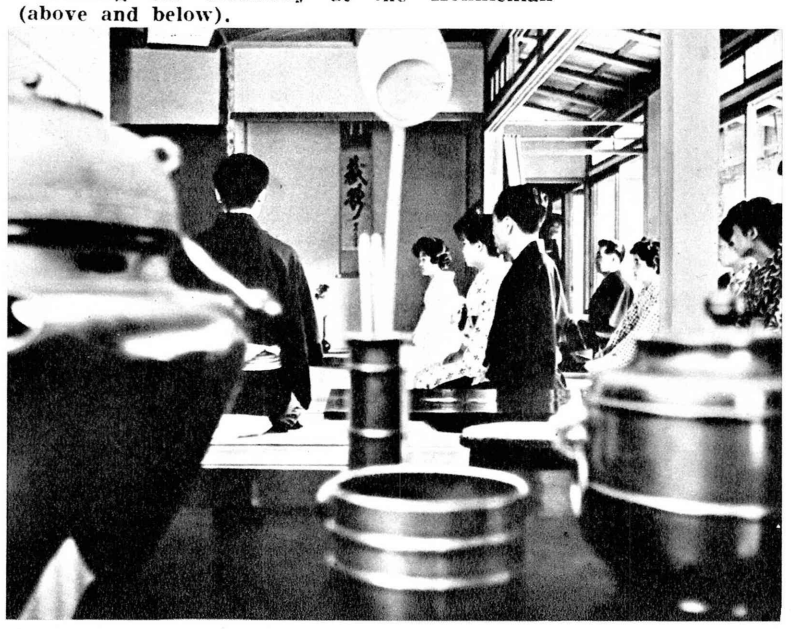
Chanoyu, the tea ceremony, is, together with flower arrangement, one of Japan's traditional "arts of living." As such it is enjoyed by men and women of all walks of life and all ages.

Sen-no-Rikyu is said to have developed the drinking of tea into a practice for cultivating the mind during the mid-sixteenth century. By refining and formalizing the practice of drinking tea, he made a significant contribution to the development of Japanese aesthetics which in turn influenced much of Japanese culture.

For 350 years, there have been three major schools of the tea ceremony: Omote-senke,

Entrance to the Konnichian.

Morning tea ceremony at the Konnichian (above and below).



Ura-senke and Mushanokoji-senke. Ura-senke, the most popular and best known of the three, has more than 2 million pupils in Japan and abroad. The school's headquarters is in Kyoto's Kamikyo Ward.

Among the Ura-senke teahouses in Kyoto, the Konnichian is the most famous. It was built by Sen-no-Rikyu's grandson, Sen-no-Sotan, and is the place where one can meet Mrs. Tomiko Sen, wife of Soko Sen, fifteenth successor to Sen-no-Rikyu's name.

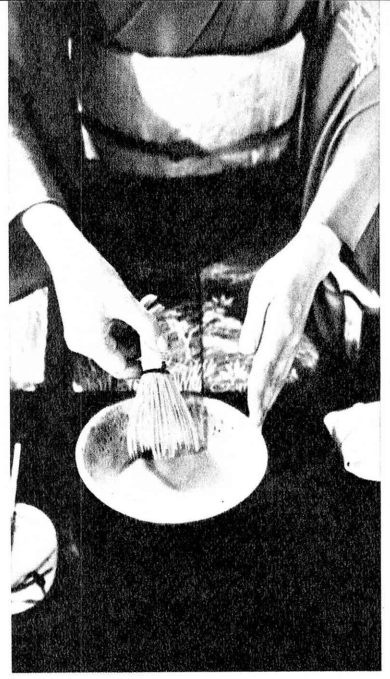
Mrs. Sen participates in a tea ceremony session here every morning, together with her husband and his father, Soshitsu Sen. They are joined at that time by pupils or teachers living at the school.

Before the morning's tea ceremony, Mrs. Sen, like many other mothers, has breakfast with her sons, Masayuki, 7, and Masakazu, 5, and sees them off to school.

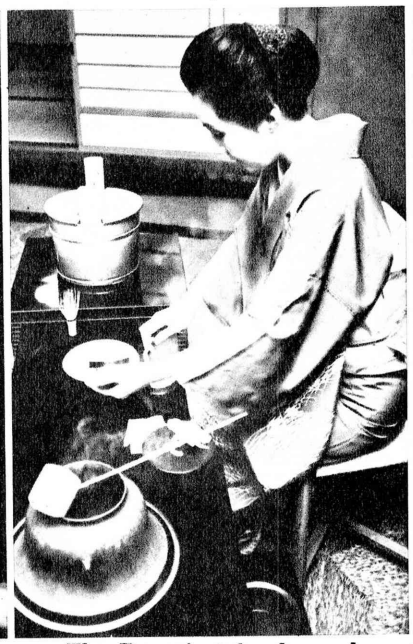
Then, after the tea ceremony, she attends to her correspondence and the daily schedule for the Ura-senke staff. Whenever possible, she entertains guests in the Konnichian, which has been designated a National Cultural Property. Her duties keep her continually busy, but she often makes time to help her sons with their studies, and on holidays the entire family usually goes for a drive.

Although a music lover she now has little time for attending concerts. Her favorite composer is Schoenberg and she collects recordings of his works. As a schoolgirl at the Futaba Women's School she played volleyball, but is no longer active in sports.

Since her marriage ten years ago, Mrs. Sen has been playing an increasingly important role in the activities of the Ura-senke school as wife to the heir of 350 years of family traditions. These activities have included an annual trip abroad; this year she left with her husband in mid-June for a month-long trip through North and South America.



For husband and wife: a moment of formality.

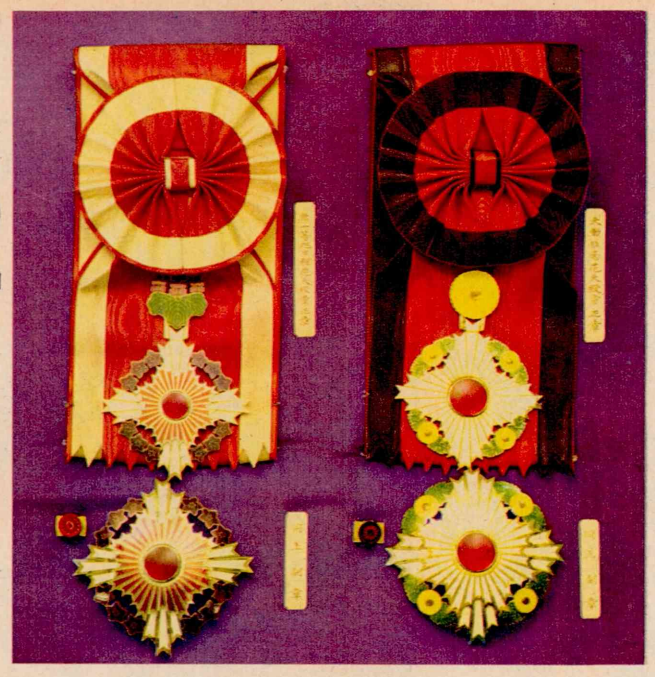


The Ryurei style shown here was devised by the Urasenke school in accordance with changing patterns of living.

With Masayuki and Masakazu, time for music appreciation.

After finishing her administrative work, Mrs. Sen relaxes by watering the garden's moss.

JAPAN'S HIGHEST HONOR



Grand Cordon of the Supreme Order of the Chrysanthemum (right); First Class of the Order of the Rising Sun with Paulownia Cluster (left).

Collar of the Supreme Order of the Chrysanthemum.

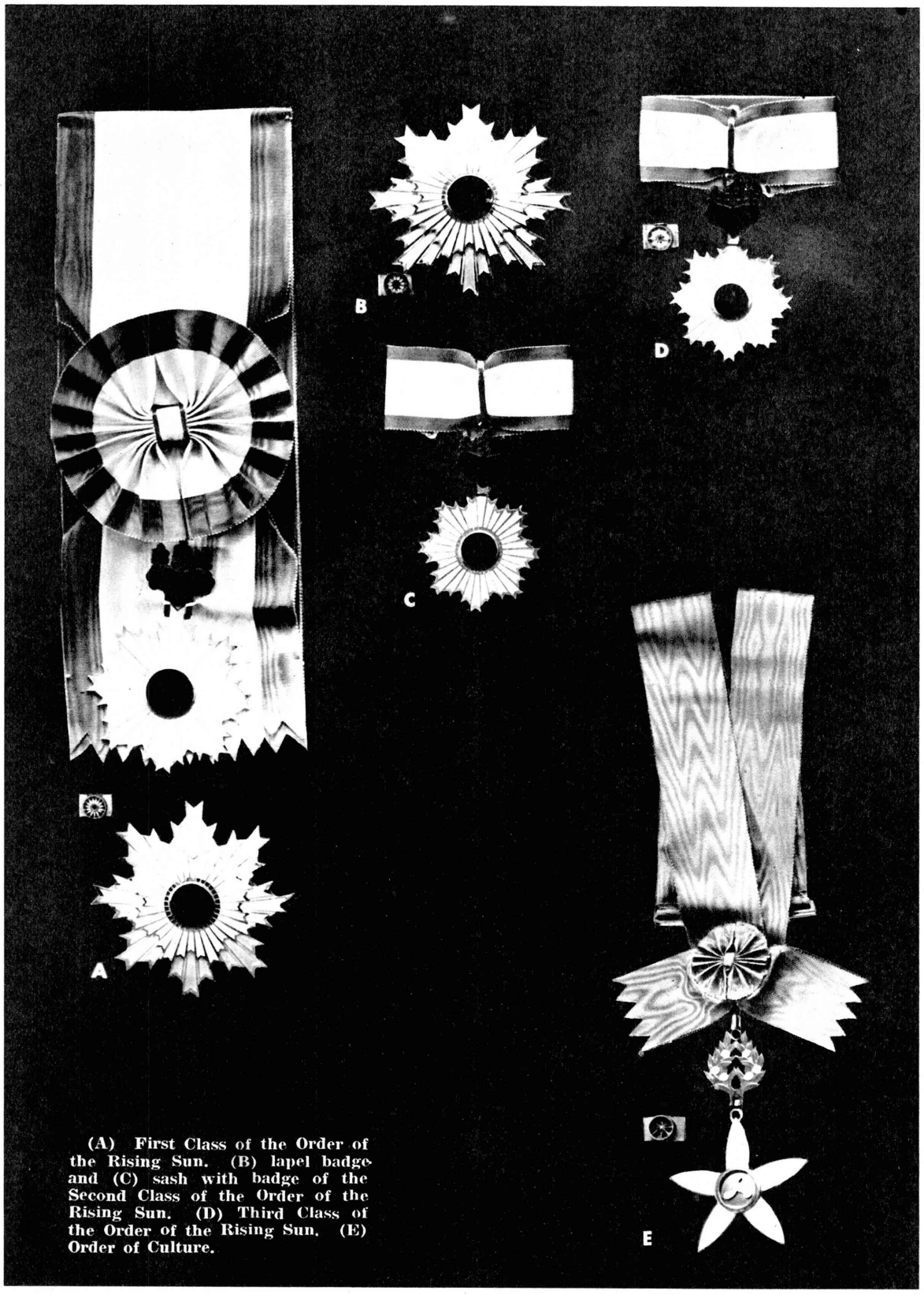
The best address in Tokyo DAI-ICHI HOTEL

●The most reasonable rates 〈$4-$5〉 and the largest hotel 〈1,300 rooms〉 in the Orient.
●Outstanding restaurants and bars.

RESERVATIONS :
WRITE : SHIMBASHI, TOKYO, JAPAN
PHONE : 501—4411
WIRE : DAITIHOTEL TOKYO

DAI-ICHI HOTEL CHAIN

DAI-ICHI HOTEL is a member of the Dai-ichi family of hotels which includes the DAI-ICHI HOTEL 〈Atami〉 DAI-ICHI HOTEL〈Takarazuka〉 and the TAKAMATSU KOKUSAI HOTEL
〈Opening Oct. 1964〉



(A) First Class of the Order of the Rising Sun. (B) lapel badge and (C) sash with badge of the Second Class of the Order of the Rising Sun. (D) Third Class of the Order of the Rising Sun. (E) Order of Culture.

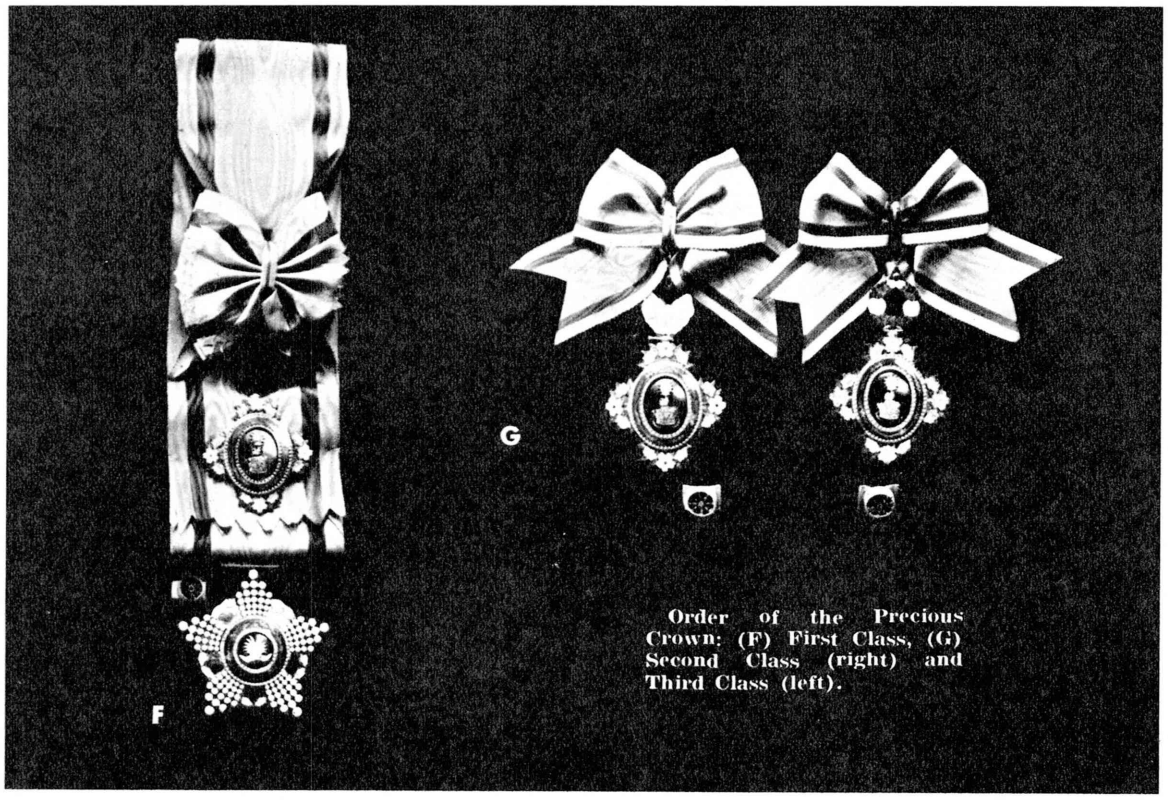
The highest honor that Japan can bestow on a man who has rendered outstanding and meritorious service to the state is the Collar of the Supreme Order of the Chrysanthemum, shown in color on the preceding page.

The Supreme Order of the Chrysanthemum is such a high honor that only some 300 have been awarded since its inception in 1877. The order itself consists of a Collar and, shown separately, a Grand Cordon. The Collar ranks higher than the Grand Cordon, and is conferred either together with it or separately to persons already honored with the Grand Cordon. Only 54 Collars have been awarded; approximately 250 people have received the Grand Cordon. Many of the recipients have been chiefs of state of foreign countries. The only person in Japan now holding the Collar is the Emperor; the only person in Japan now holding the Grand Cordon is former Prime Minister Shigeru Yoshida.

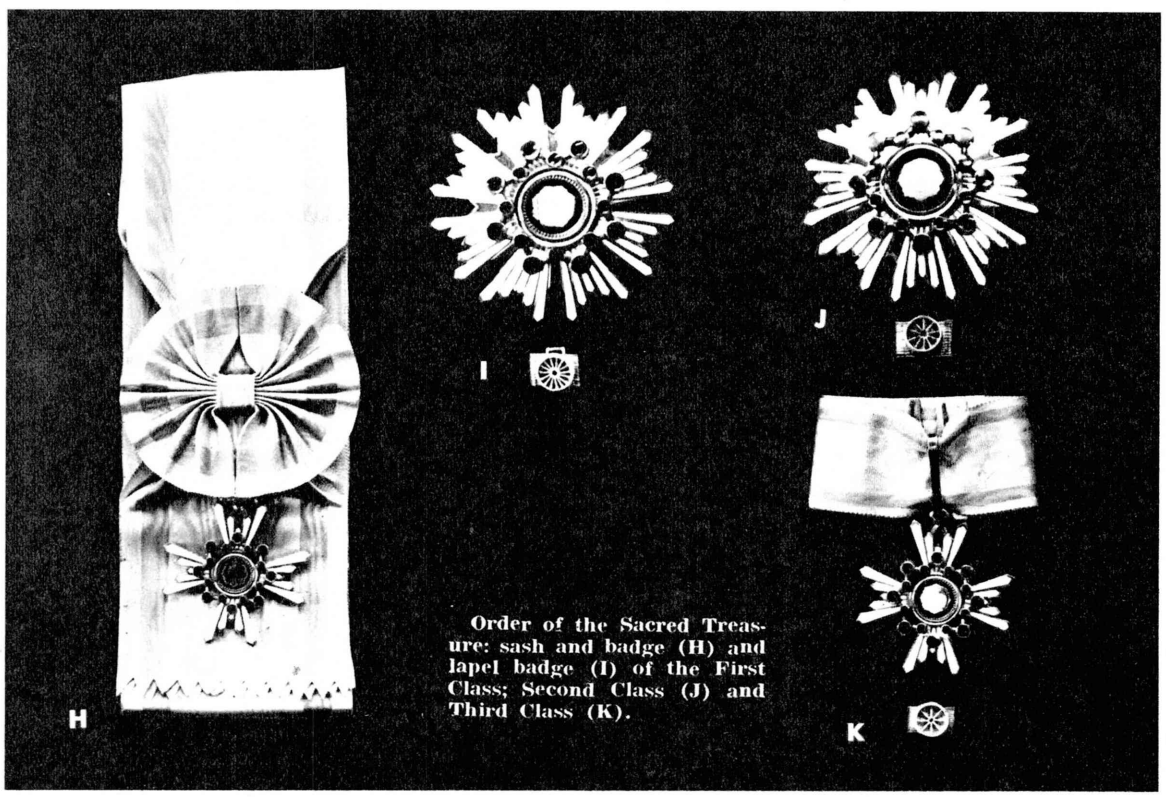
The Collar consists of a gold chain and a medallion. The medallion is suspended from the chain's central link, which bears the 16-petal chrysanthemum seal of the Imperial Court and a wreath of chrysanthemum leaves. Half of the links carry out the chrysanthemum motif while the others are delicately formed into open fretwork designs based upon the stylized characters "Meiji," the name of the Emperor whose reign marked the beginning of the modernization of Japan. The medallion features a ruby set in the center of a compound gold and cloisonne star. Eight months' work is required to produce one collar.

The red-and-blue silk sash of the Grand Cordon is almost five inches wide. The ruby, gold and white cloisonne medal, three and a half inches in diameter, is worn on the jacket of the recipient.

This is one of many awards and orders bestowed by the Government. The orders, which include those of the Rising Sun, Precious Crown, Sacred Treasure and Culture, are almost as old as modern Japan. In 1875 the Cabinet established the practice of award-



Order of the Precious Crown: (F) First Class, (G) Second Class (right) and Third Class (left).



Order of the Sacred Treasure: sash and badge (H) and lapel badge (I) of the First Class; Second Class (J) and Third Class (K).

ing orders and medals. The Order of the Rising Sun, instituted in the same year, is the oldest order. Both this order and the Supreme Order of the Chrysanthemum may be conferred on men only.

The Order of the Rising Sun includes an Order of the First Class with Paulownia Cluster, which ranks below the Supreme Order of the Chrysanthemum and above the eight classes of the Order of the Rising Sun without the cluster of paulownia leaves and flower. The paulownia emblem has long been associated with the Imperial Family and high governmental offices.

Only women may receive the eight classes of the Order of the Precious Crown. The first-class badge includes nearly 350 pearls, including a double circle of pearls with approximate diameters of one thirty-second of an inch. Featured in the central designs of this order is a relief of a phoenix. This order ranks between the Orders of the Rising Sun and the Sacred Treasure. The latter has eight grades.

The Order of Culture was instituted in 1937 and has no grades. It is conferred on persons who have rendered excellent service with respect to the promotion of culture. Suspended from its bluish-grey ribbon is a five-pointed star of gold and white cloisonne. In the center of the star three comma-shaped beads, worn as charms in Japan in prehistoric times, are represented.

All of these orders may be conferred on foreigners.

The Cabinet determines who is to receive orders and the actual presentation is made by the Emperor. With the exception of the Order of Culture and awards made to foreigners, no awards were made to living persons between May, 1946 and earlier this year. This practice has, however, been revived. In all, postwar recipients as of the end of last year totalled over 13,000. Ninety-eight received the Order of Culture and 1,175 foreigners were given various honorary awards.

QUALITY STORES...
KYOTO
PIONEER MERCHANTS' ASSOCIATION

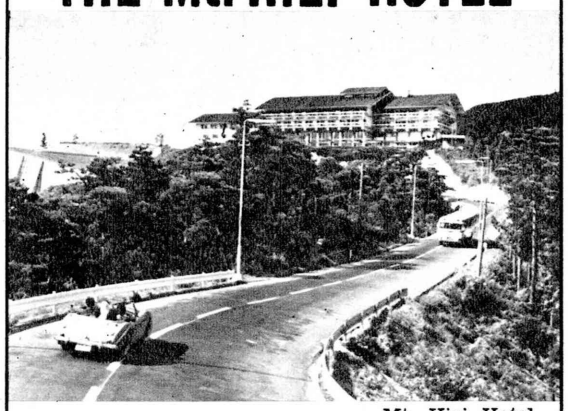
TRADE MARK
Established 1887
Manufacturers & Dealers

INABA CLOISONNE CO.
CLOISONNE WARE & ARTISTIC ENAMELWARE
Main Store: Sanjo Shirakawabashi, Kyoto. Phone: 77-2276, 2329
Tokyo Branch: 2nd Floor, Sukiyabashi Shopping Center
5-4, Ginza Nishi, Tokyo. Phone: 571-8071

Fine Silks
Open Daily 9 a.m.-5 p.m.
TATSUMURA SILK MANSION
Shimogawara-cho, Nanzenji, Kyoto
Tel. (77) 1220, 1700

Modern & Antique
ARTS and CRAFTS
YOKOYAMA, INC.
Nawate, Shinbashi-Agaru,
Higashiyama-ku, Kyoto
KYOTO and TOKYO

Kyoto's only Resort Hotel
THE Mt. HIEI HOTEL



Mt. Hiei Hotel

Commands a glorious view of Lake Biwa & Kyoto
- Japanese style "Eizankaku Annex", opened July 1
- Grand Roman bath commands a magnificent view of the surroundings.
- Banquet hall
- For gracious Japanese living, this is the place
- Latest addition to our hotel is the heated swimming pool

Transportation to Hotel
- Daily hotel bus service
- Also local city buses from either Kyoto Station, Sanjo Keihan Station or Shijo Omiya Station
- Only 20 minutes from Kyoto by taxi
- One hour drive on the Meishin Highway brings you here from Itami (Osaka) Airport and Osaka

Hieizan, Sakyo-ku, Kyoto
Tel: 78-1126

HOTEL'S CITY OFFICE
Gion-Ishidanshita, Higashiyama-ku, Kyoto
(Gion Kaikan) Tel: 56-6475

TIME OUT FOR LEISURE

There has been so much "leisure" in Japan that another word, the French *vacance* (vacation), has been imported, to be used in connection with leisure and recreation activities.

Throughout the nation, more and more people have found that they now have both free time and money to spend. General economic prosperity and a trend toward a shorter work week have brought this about. There is an overwhelmingly high number of ways and places to spend leisure time. Baseball, skiing, hiking, swimming, fishing, sumo, marathon relays and the like have been popular for decades or more, and continue to be popular. Golf, yachting, horseback riding and riflery are no longer limited to the wealthy. Also, new sports such as bowling have been introduced and have found a receptive and eager public.

Leisure activities have by no means been limited to sports. There has been a steady increase in the number of people travelling for pleasure and taking up all kinds of hobbies. Stamp collecting, in fact, often seems to be a mania as hundreds of collectors line up to purchase new issues on the first day of sale.

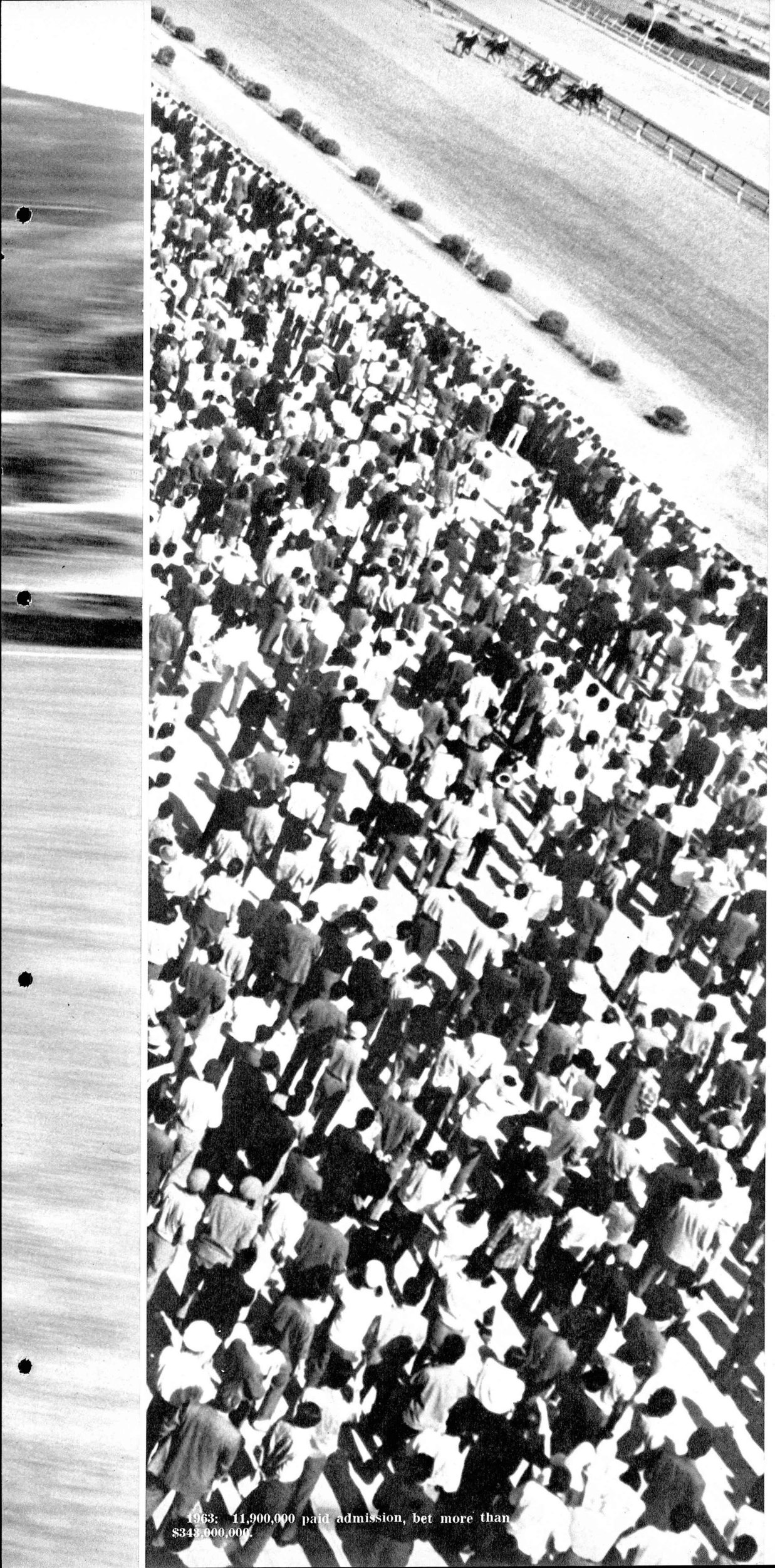
Sports Cars Gaining In Popularity

Although some sports cars were produced in prewar years, it is only just now that sports cars are becoming popular. Two automobile companies are producing sports cars in Japan, and each year sees the first importation of new makes and models.

The First Japan Grand Prix, recognized by the International Automobile Federation in Paris, was held in 1963. Next year, World Grand Prix Races are to be held in Japan. The track at Suzuka, Mie Prefecture, is considered to be one of the best. Its length conforms to the international standard of 6,005 kilometers. Figure eight in form, it has 18 curves, five uphill and four downhill stretches and one overpass.

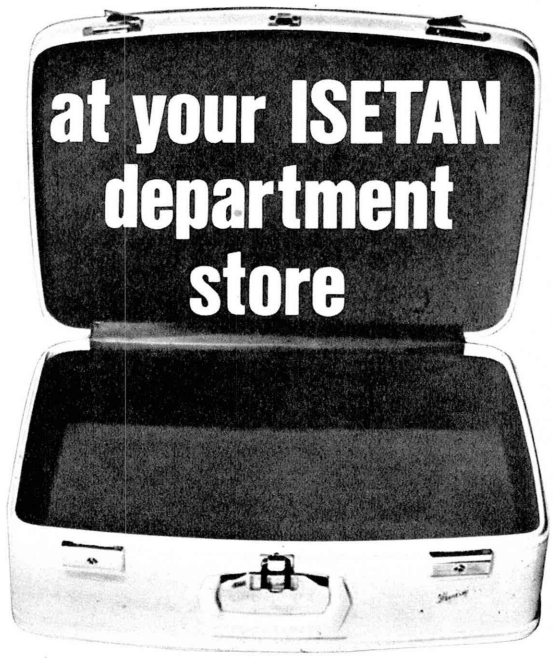
Off-track Betting Is also Popular.

The Japan Derby in May is the biggest event of the year for horse racing fans. It is held at Fuchu, near Tokyo, where 22,000 fans can be seated in the grandstand and 815 horses can be bedded down in the stables. Races are run in all seasons of the year in Japan and parimutuel boards are familiar to vast numbers of turf enthusiasts. The Japan Racing Association, a corporation under the jurisdiction of the Ministry of Agriculture and Forestry, operates a number of tracks, and off-track bets may be booked for JRA-sponsored races at many places up until one and a half hours before post time.

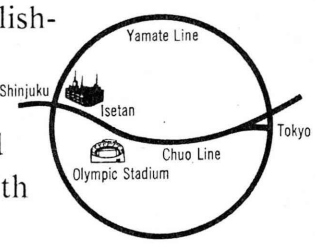


1963: 11,900,000 paid admission, bet more than $343,000,000.

shop JAPAN at its best...



A tremendous variety of top-class, quality merchandise, representative of Japan—its traditions, arts and crafts—has been selected for Isetan's valued clientele. Silks, pearls, hand-crafted dolls, lacquerware and pottery, paintings, cameras, transistor radios, everything imaginable to fill your needs are on hand. There is also a wide selection of leading American and European imported goods and fashions. Courteous English-speaking sales personnel are always on hand to assist you with your shopping.



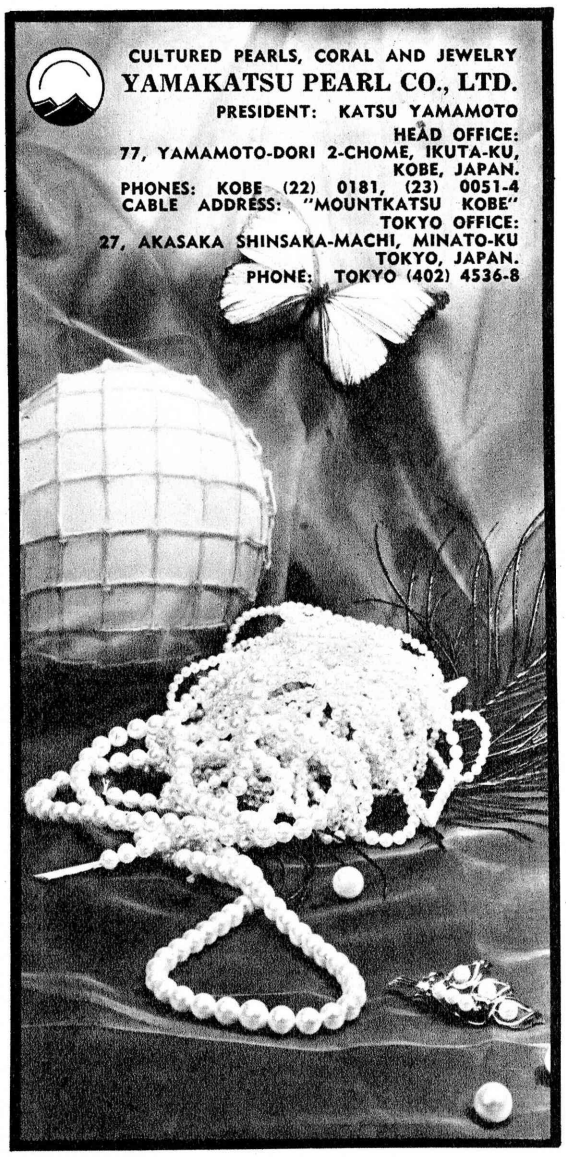
The Information Center, with English-speaking personnel, is located on the first floor. They will give visitors complete store information and also serve as city information center.

The Best of Old and New Japan

ISETAN

Department Store

Shinjuku, Tokyo Phone: 352-1111 Parking accommodations for over 300 cars



CULTURED PEARLS, CORAL AND JEWELRY
YAMAKATSU PEARL CO., LTD.
PRESIDENT: KATSU YAMAMOTO
HEAD OFFICE:
77, YAMAMOTO-DORI 2-CHOME, IKUTA-KU, KOBE, JAPAN.
PHONES: KOBE (22) 0181, (23) 0051-4
CABLE ADDRESS: "MOUNTKATSU KOBE"
TOKYO OFFICE:
27, AKASAKA SHINSAKA-MACHI, MINATO-KU TOKYO, JAPAN.
PHONE: TOKYO (402) 4536-8

NEW !!
All rooms have just been completely renovated.

250 rooms 470 beds
Main Dining Room & 5 Restaurants, Cocktail Lounge, Banquet Halls, Shops.
Tariff:
Single .....$ 5.27 & up
Double .....$ 8.33 & up
Twin .....$10.00 & up
Suite $25.00

All with private bath, soundproofed, air-conditioned.
Conveniently located right in the center of the town for both sightseeing & shopping.

Kyoto Hotel

Kawaramachi-Oike, Nakagyo-ku, Kyoto
Tel: 23-5301/9, 23-4301/9
Telex: 338-26 KYO, Cable: KYOHO KYOTO

A

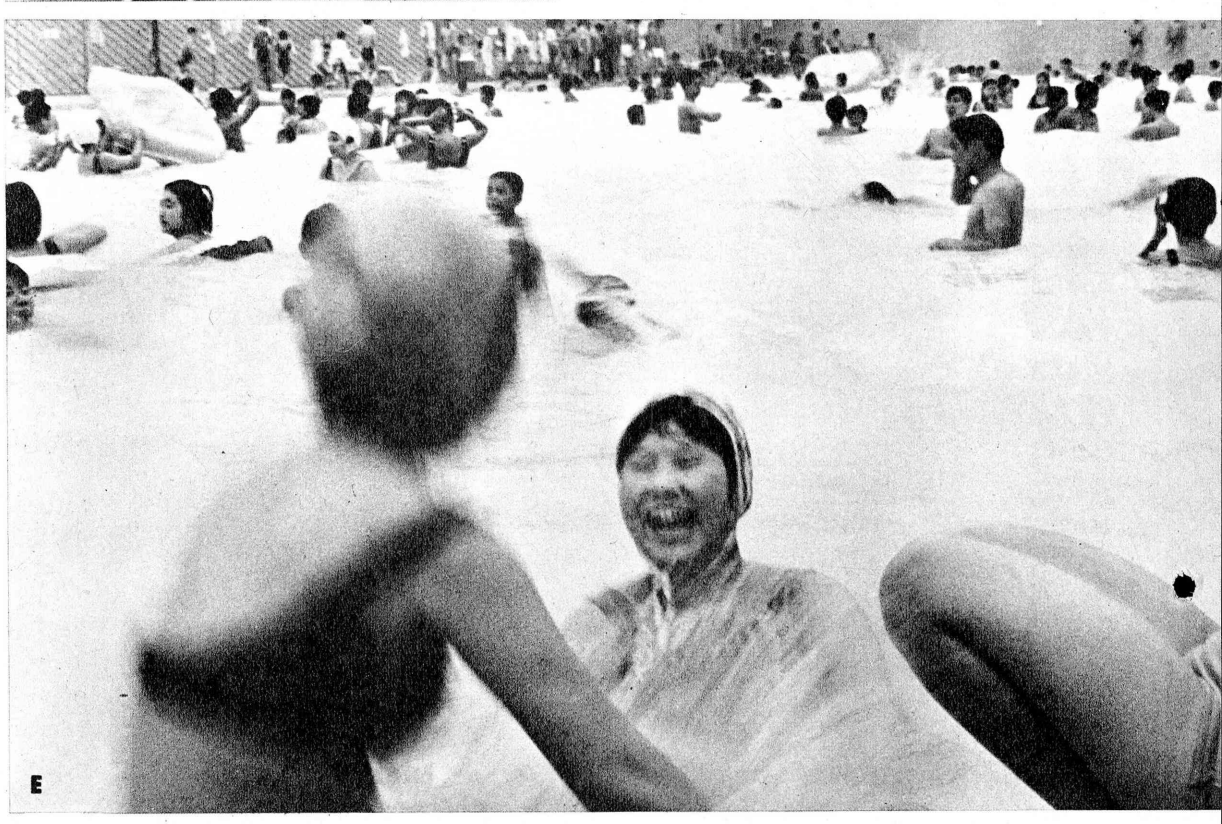
D

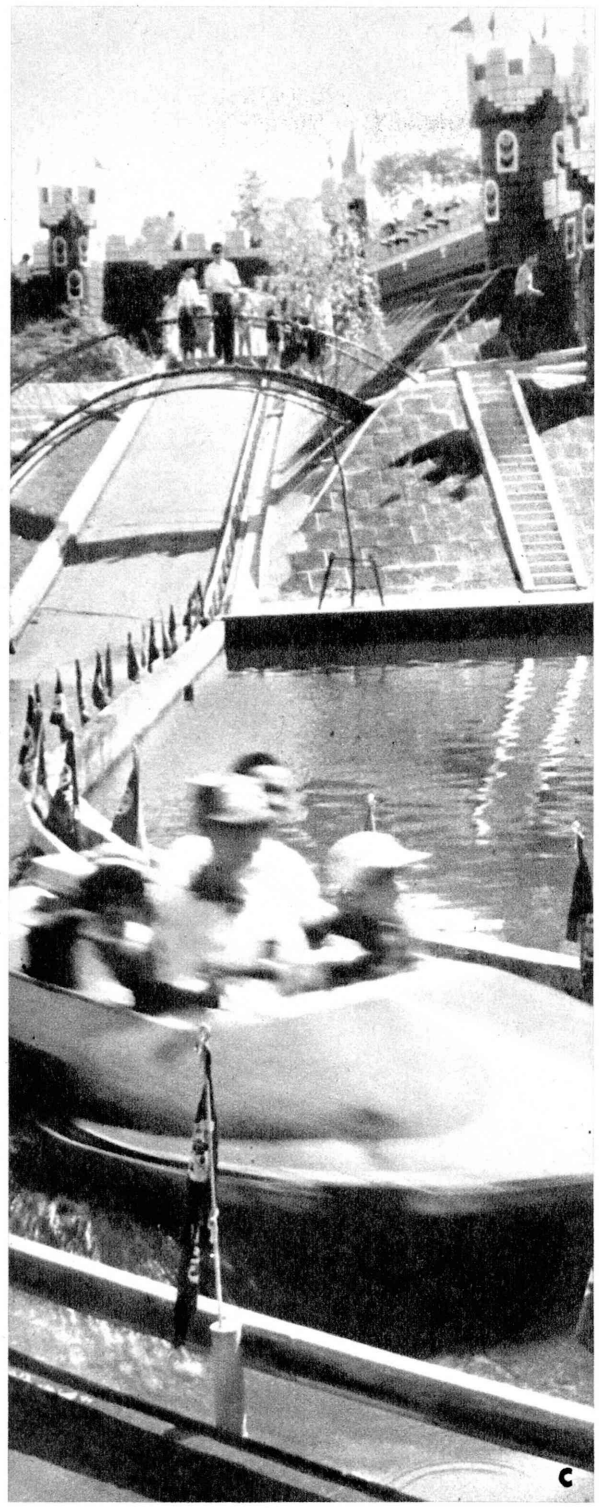
Skiing Originally For Military Reasons

The original purpose of skiing in Japan was centuries-old in Europe: military reasons. In 1910 the Japanese Minister to Sweden sent two pairs of military skis and instruction books to Japan. They were forwarded to an officer in a snowbound part of Niigata Prefecture, and instruction by an Austro-Hungarian military attache was begun soon after.

The Army men soon saw the military value of skis, and also began to popularize skiing as a sport. Today it is often claimed that from 4 to 5 million people go skiing every year, but the actual number of skiers is probably lower. With skating, it is one of the two most popular winter sports.

When there is snow on the slopes outside of Tokyo, Ueno Station, the point of departure for most adjoining ski areas, is crowded with skiers who often wait all night for the chance to get a seat on the train. Many special ski trains are scheduled for such weekends, and the Japan National Railways campaigns, each winter, for more skiing on weekdays in an attempt at improving travel conditions.


E



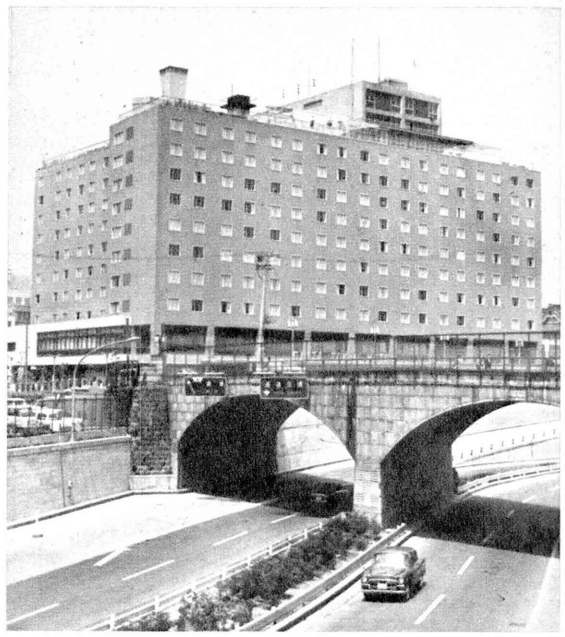
A. Forty per cent use glass-fiber rods, sixty per cent prefer bamboo.

B. Amateur and professional sumo wrestlers meet.

C. and F. Never a dull moment at the amusement centers.

D. Poolside beach, indoors!

E. It often seems that only "mammoth pools" are being built in Japan; this one is in Osaka.



Tokyo, Japan

GINZA TOKYU HOTEL

GINZA TOKYU HOTEL is located in the center of the glittering, glamorous Ginza–center of shopping and entertainment in the world's largest city.
450 completely sound-proofed, air-conditioned rooms, all with private bath, shower, radio and every modern facility to ensure a pleasant stay.

TARIFF

Single ·····$ 5.60 up
Twin·····$ 9.80 up
Double ·····$ 9.80 up
Suite ·····$47.50 up

Tokyu Hotel CHAIN

SHIMODA TOKYU HOTEL

A beautiful contrast between the deep blue sea with its flashing white spray against brilliant sunshine. Enjoy soothing Hawaiian mood at the Shimoda Tokyu Hotel.
Shimoda-machi, Shizuoka
Tel. (Shimoda) 1270

HAKUBA TOKYU HOTEL

A magnificent alpine-style hotel located on the outskirts of the Northern Japan Alps. Ideal for skiing, for mountaineering, and for hiking—in all four seasons.
Hakuba-mura, Nagano Pref.
Tel. (Hakuba) 150-1

KARUIZAWA TOKYU HOTEL

Our international summer resort at Karuizawa. Mt. Asama's active volcano is part of the majestic panorama.
Karuizawa-machi,
Nagano Pref.
Tel. (Karuizawa) 3061

HANEDA TOKYU HOTEL
IMAIHAMA TOKYU HOTEL
RYUKYU TOKYU HOTEL
(Okinawa)

YOKOHAMA TOKYU HOTEL
HOTEL SUIHOKAKU
AMBASSADOR HOTEL
(Taipei)

Information & Reservation
Tel: (Tokyo) 541 2411. (Osaka) 231-5505
Cable: TOKYUTEL Telex: 22 601

The availability of good equipment at economical prices—or at low rental fees—plus improved ski lodges and the now-ubiquitous presence of lifts have been the key factors in the increase in skiing's popularity. From the viewpoint of the ski resort operators, who have found lifts absolutely essential in their attempts at attracting skiers, there is an added benefit: as the season nears its end with the coming of warmer weather, skiers can be brought higher up on the slopes where snow is still to be found in abundance.

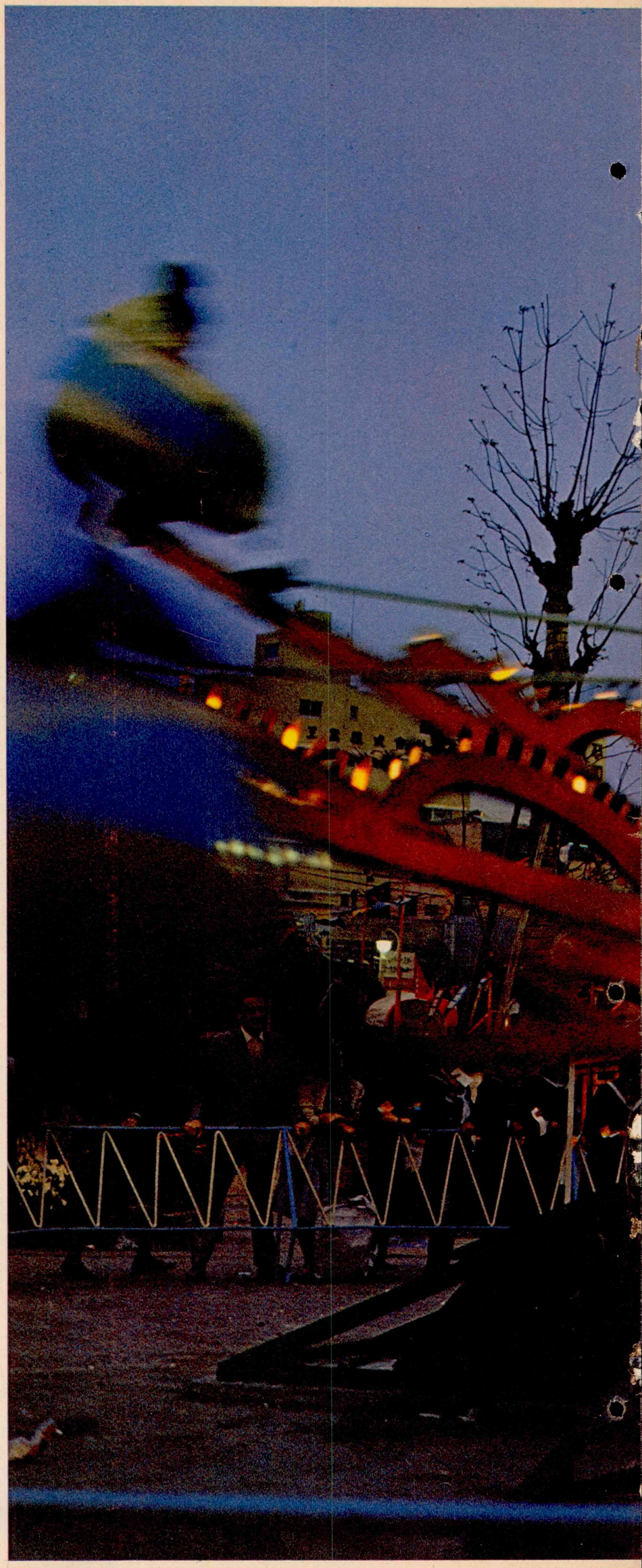
Not all skiers care to wait for snowy weather; they have the alternative of visiting indoor ski slopes throughout the year.

Executives and Salaried Men, Duffers and Pros: "Fore!"

Golf is 61 years old in Japan. The opening of the first course in Kobe, for foreigners, was followed by the first public course in 1912, in Nagasaki, and 50 years after that there were 308 courses. Only the United States and England have more than that number. This is supplemented by an estimated 1000 driving ranges in the Tokyo area alone.

One problem which has developed is a growing shortage of woman caddies. It is said that in order to compete with the attractions other businesses offer young girls, the courses now build dormitories and offer other fringe benefits as well.

Golf club members pay an average greens fee of 85 cents a day; visitors pay $5.60 weekdays and $8.40 weekends. Public courses charge about $2.80 weekdays and $4.20 weekends.



All Strikes Not In Baseball

When the first bowling center was opened in December, 1952, eighty per cent of the keglers were foreigners. Bowling has become so popular, particularly in the last three years, that few areas in central Tokyo are far from a bowling alley, and the wait for a free alley has consequently increased. In some cases, a reservation charge equal to the charge for one game is required of all bowlers. During the past few years, there has been a sharp increase in the number of young men, students and housewives who have taken up the game. The bowling centers that they go to are bigger than they used to be. The first had 20 lanes, but in Shinagawa, Tokyo, there is one with 120, thought to be the world's largest. In addition to 104 lanes on the second floor, there are 16 lanes for duckpins on the ground floor, plus an assortment of miscellaneous items such as parking for 250 cars, restaurant and bar, lockers and showers, 25 billiard

Two leagues, twelve teams and three Japanese players working their way up in the American minors.

Murata Pearls

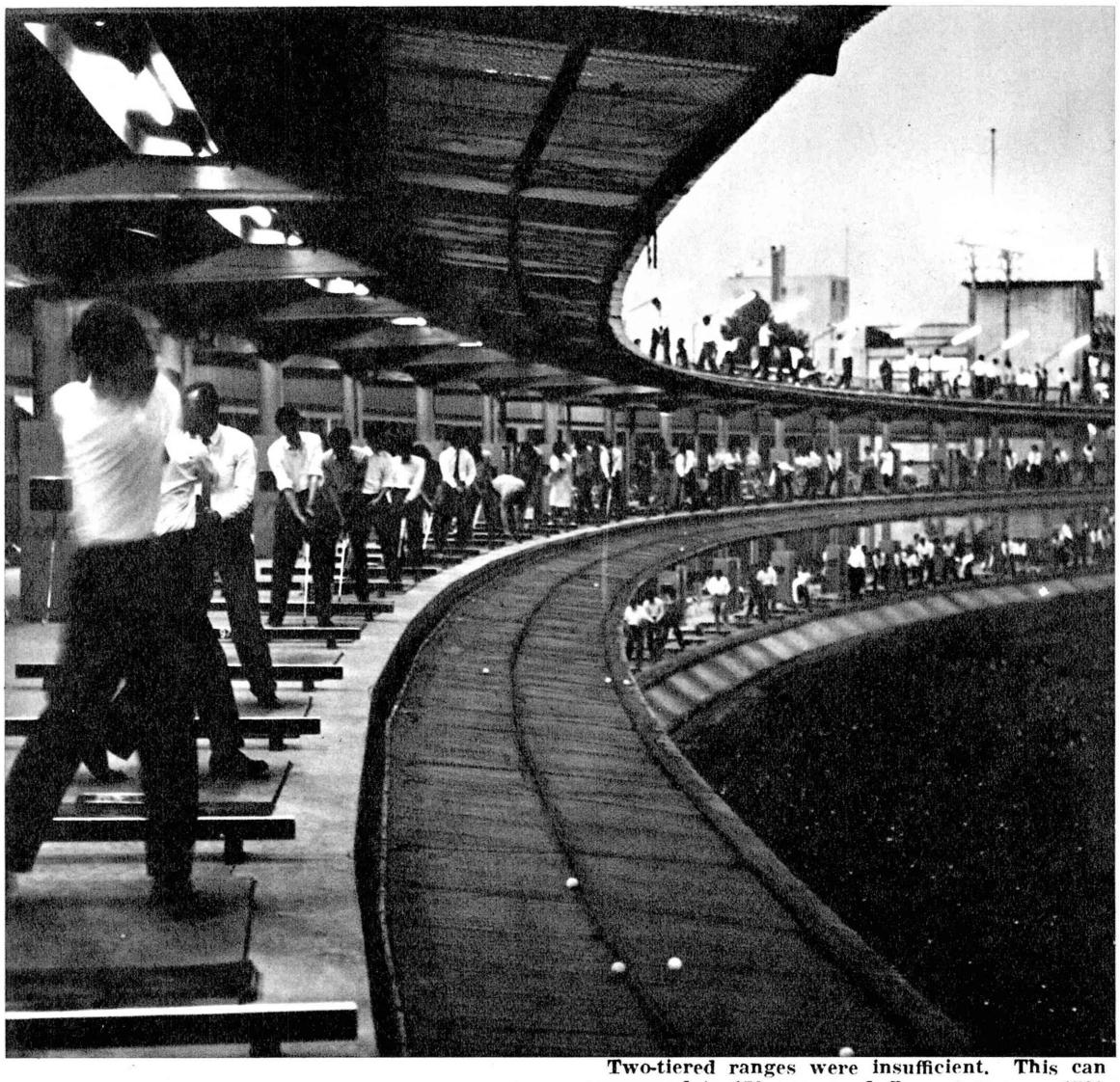
Murata Pearl Co., Ltd.
HEAD OFFICE: 97, Yamamoto-dori 4-chome, Ikuta-ku, Kobe, Japan
TOKYO OFFICE: 2, Ginza 8-chome, Chuo-ku, Tokyo, Japan

TOP PRODUCTION TOP QUALITY TOP SERVICE
ultimate in cultured pearls
26 Farms Throughout Japan

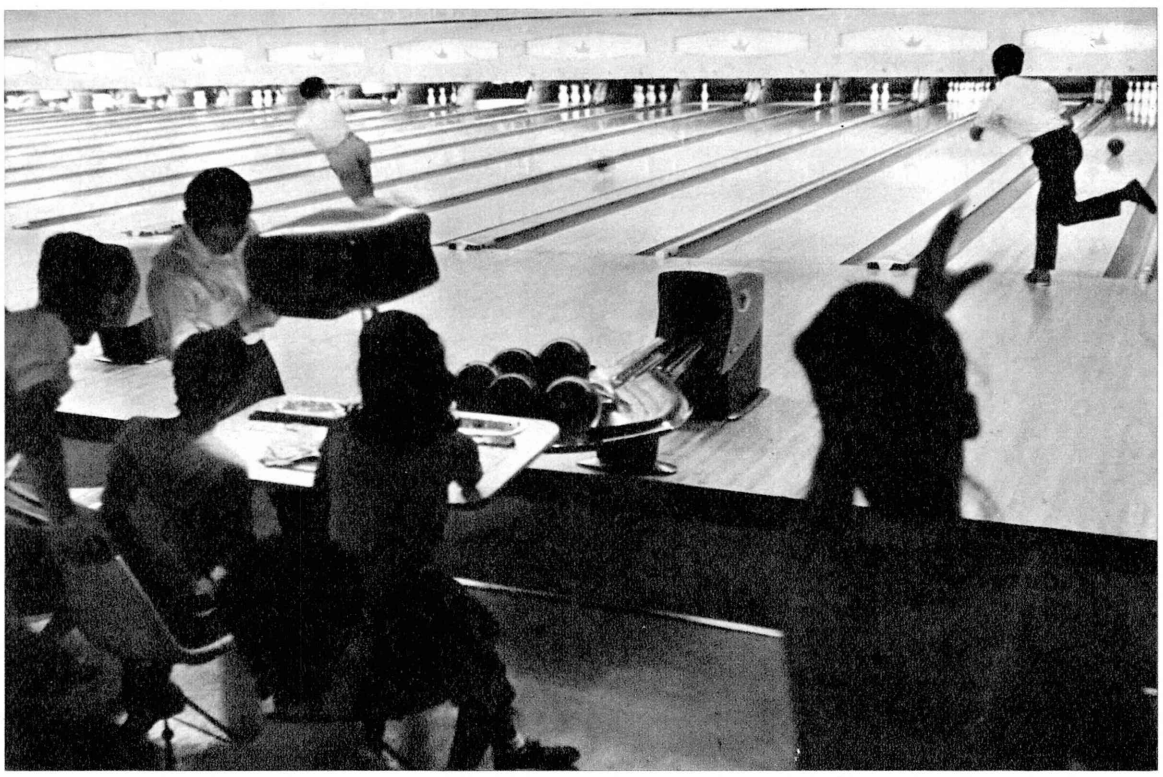
Murata Pearl Company of California, Inc.
Sea World, Mission Bay, San Diego, Calif., U.S.A.
Ports O'Call-Village, Port of L.A. San Pedro, Calif., U.S.A.

tables and a lounge. This is more extraordinary than ordinary, to be sure. At the start of the year there were 1,121 lanes in operation throughout the country, with an additional 958 to be opened during the year.

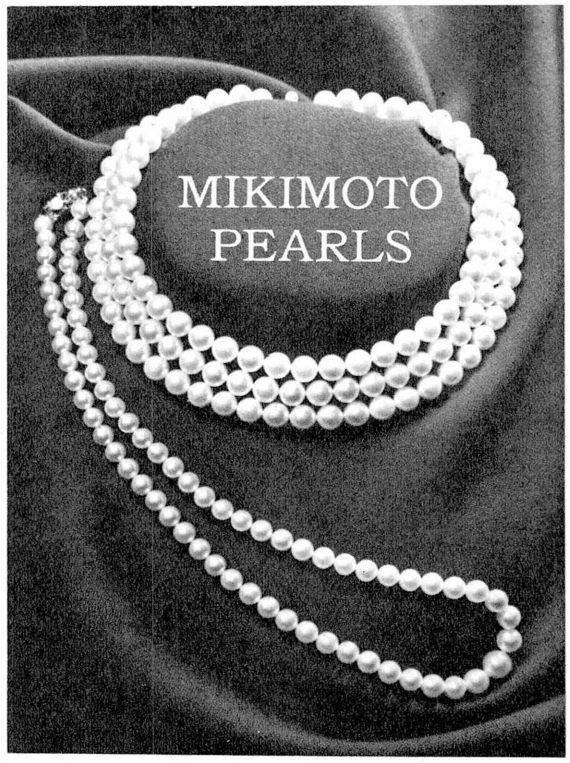
Charges are relatively easier for younger people to pay today; it usually costs about 60 cents on weekdays to 5:00 and 70 cents after 5:00 or on Sundays.



Two-tiered ranges were insufficient. This can accommodate 150 pros or duffers at once or 1500 per day.



The biggest? 120 lanes!



The Originator of Cultured Pearls

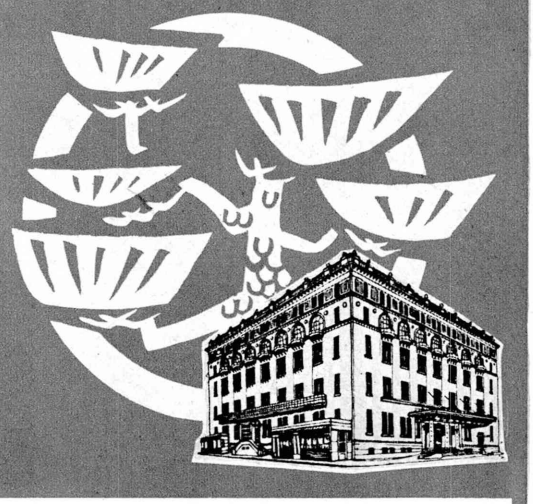
K. MIKIMOTO, INC.

MAIN STORE: GINZA, TOKYO/Tel: 535-4611

Tokyo: Imperial Hotel Arcade/Hotel Okura Arcade Palace Hotel Arcade **Yokohama:** Silk Center Arcade **Osaka:** Shin Osaka Building **Kobe:** Kobe Int'l House **Kyoto:** Int'l Hotel Kyoto Lobby/Kyoto Hotel Arcade Miyako Hotel Arcade **Toba:** Mikimoto Pearl Island **Nagoya:** Yasno Jewelry Shop/Meitetsu Salon d'or

TAX FREE FOR TOURIST

ORIENT'S MOST LUXURIOUS RESTAURANT

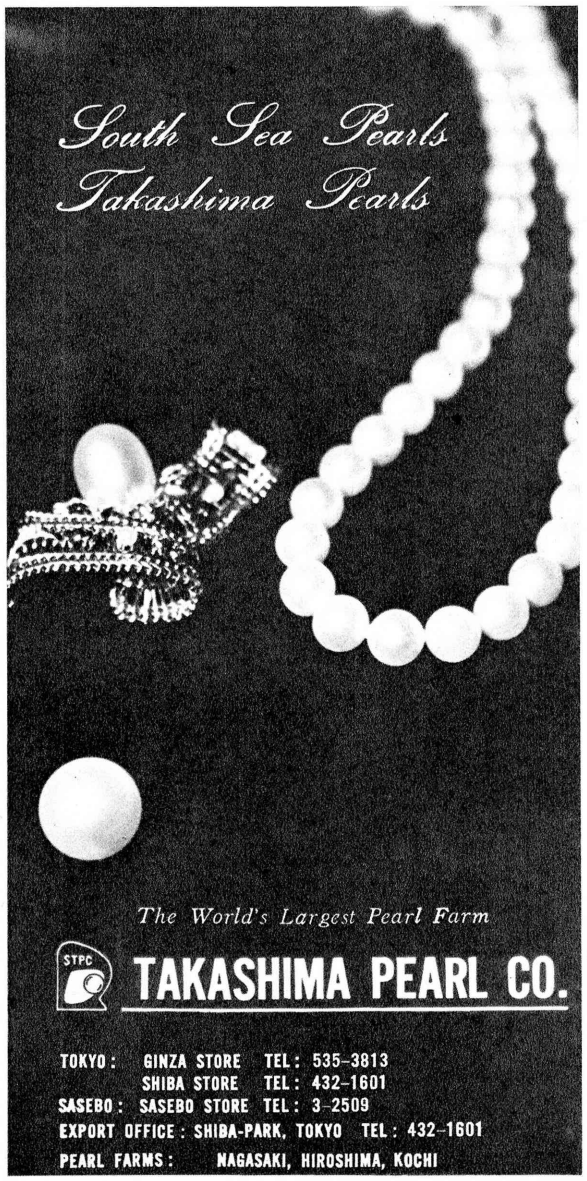


PRUNIER (Seafood dishes)
GRILL ROSSINI
CATTLEYA ROOM
(Main dining room)
SUKIYAKI ROOM
BAR & COCKTAIL LOUNGE

in front of Imperial Palace

TOKYO KAIKAN

TEL: (271) 2181/9



Elegant Mood, Moderate Charges

hotel TAKANAWA

Accommodations: 222 Rooms

(Each with private bathroom)

Room Rates:	Single	$ 5.40
	Semi-Double	$ 7.30
	Twin	$ 9.50
	Special Twin	$10.70
	Special Suite	$22.40

"Tropical Lounge" (11:00 A.M.~2:00 A.M.)
Cocktail Lounge in Tropical Style
"Oslo" (5:00 P.M.~2:00 A.M.)
European dishes in Scandinavian Style
Chinese and Japanese Restaurants
Completely Air Conditioned
Swimming Pool, Shopping Arcade
Conveniently located near Shinagawa Station
RSV. PHONE : TOKYO 443-9251

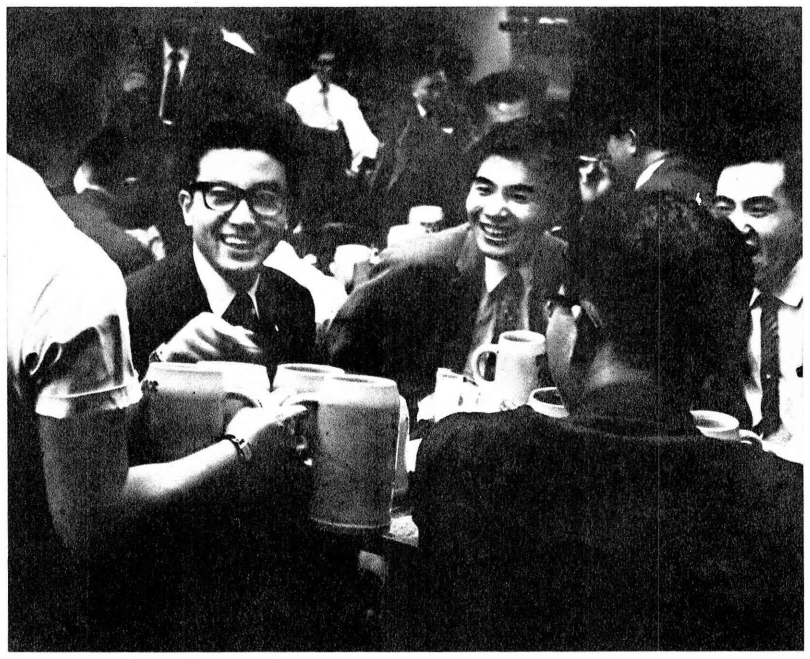
TOKAI KANKO CO., LTD.

Grand finale at the Asakusa Kokusai Gekijo, Tokyo.

A Government study indicated that as early as 1961 leisure activities accounted for twenty per cent of the average family's monthly spending. Now, three years later, this figure has probably risen even higher. The main expenditures were for horse and bicycle riding, pleasure trips, motion pictures, the purchase of television sets and musical instruments, including pianos.

Each year—indeed, each season—new activities and new products for use in connection with leisure are introduced. The latest activity is indoor archery, now about one year old in Japan. If often seems that the only people who have no time for leisure activities are the people connected with the establishment and operation of recreation facilities!

. **Brewery-sponsored beer halls dispense draught beer by the liter.**



One of Tokyo's gala nightclubs.

Something for everyone in Japanese department stores

Transport a shopper from a European or American department store to one in Japan. The shopper's first reaction is likely to be, "It's the same as back home."

Familiar to the foreign shopper in Japan are the wide array of items, handsome displays, air conditioning, "music to shop by" and above all the same high quality found in the best department stores at home. Further, the increased demand for imported goods in Japan is reflected in the ease with which the shopper can spot familiar brands and products.

Of course, Japanese department stores are not exactly the same as their overseas counterparts. Department stores attract the Japanese people not only for shopping but for other reasons as well.

All department stores include galleries where shoppers and non-shoppers alike may see exhibitions of all kinds. At the time this article was written, for example, Tokyo department stores offered exhibits of oil paintings, crystal glassware, porcelain, pottery, lacquer ware, paper handicrafts, rubbings, motion pictures, wooden handicrafts and calligraphy. Even national treasures are often placed on display. A number of stores also have small theatres where concerts and plays are given. Thus, department stores are also purveyors of culture in metropolitan and provincial cities alike, for the large department

Transistorized Kimono ?

Hardly. Little Japanese girls, like their mothers, have been wearing kimonos for centuries. And this young lady is doing just what the natives do. She's shopping where the natives shop, too—at Daimaru.

Daimaru is Japan's biggest, best-known, best-loved department store chain. That's because 250-year-old Daimaru epitomizes the happy marriage of traditional Japanese taste and modern merchandising methods.

In every Daimaru, you'll find **English-speaking guides** eager to serve you, a wide variety of fine quality goods (from kimonos to real transistorized products), a specially satisfying (one-stop) shopping experience.

OSAKA

TOKYO

KYOTO

KOBE

HONG KONG

Daimaru
DEPARTMENT STORES

store is a feature of downtown shopping areas throughout the nation.

On top of each department store is a roof garden which generally includes a restaurant, snack bar, benches and a children's amusement area. These features are a major attraction of the stores, and many people who come for recreation find that they make a purchase before they leave.

Restaurants, cozy coffeeshops, beauty parlors, travel consultants and stock consultants are also to be found here, as are the tradi-

Window-shopping without windows.

Kimono Sale, and elsewhere, rentals for brides.

"We'll put in a two darts for you and it will be just right."

tional kimono, formal wear, footgear, Japanese food, garden stones, stone lanterns and antiques, side-by-side with their modern counterparts.

Linking all these services and goods to the shoppers is the generously-sized department store staff, ranging from the girls who greet all escalator riders to those who pack and ship out purchases. They have made courteous service a hallmark of the stores they work in.

Why Service has many meanings

All this is based on the policies of the store owners, who believe that department stores can do more than just sell goods. They believe that they can add a personal touch and offer fine service, and can also offer the community facilities for both recreational and cultural activities.

From one department to many

Most Japanese department stores were originally clothing stores. Some of them have been in existence for several decades, but the oldest are several hundred years old.

ALL IN ONE CAST...

AT THE SEIBU YOU'LL FIND ALL OF JAPAN

The Seibu whose frontage will be extended to 227 meters October this year—the widest for a department store in the Orient — is supplied by a vast pool of 53 department stores located all over the country to give you a wide choice of quality goods, representative of the traditional and modern Japan. This extensive network brings all of Japan right into Seibu. For quality and variety, Seibu offers you the best.

seibu 西武

SEIBU DEPARTMENT STORE
Ikebukuro, Tokyo, Japan

Even shoppers get hungry.

For many people, department stores are more convenient than museums.

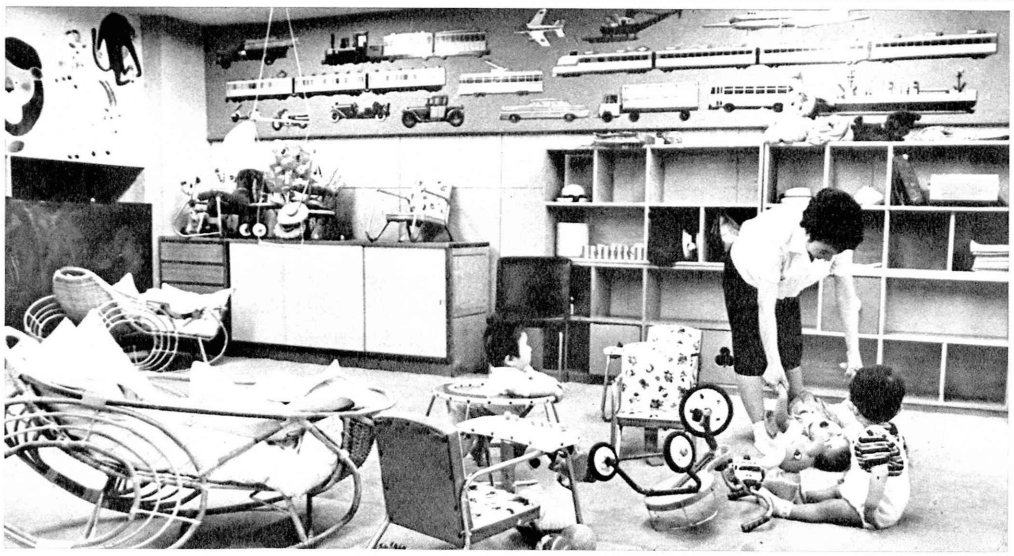
From the beginning, these stores sold high quality goods at the lowest possible prices on a cash-and-carry basis. Since that time, department stores have pioneered in the introduction of new methods of merchandising.

The first department store made its debut in 1904 when Mitsukoshi began to sell articles other than clothing. That year they introduced personal accessories, suitcases and bags, shoes, hats, cosmetic products and jewels. In addition, Mitsukoshi opened a dining hall and photo studio in the store; since then these two features have become standard for all department stores. At the same time ads were placed in newspapers and magazines for the first time. Other clothing stores followed suit and the department stores began a period of rapid development. All department stores are now joint-stock companies. Today, about half of the major stores have business ties with private railways and other types of enterprises. The most recent development is the use of electronic computers for accounting and other important aspects of store operation.

Department stores have two peak sales periods. In addition to Christmas and New Year's shopping, there is a sharp rise in business during the last week in June, when employees receive their summer bonuses.

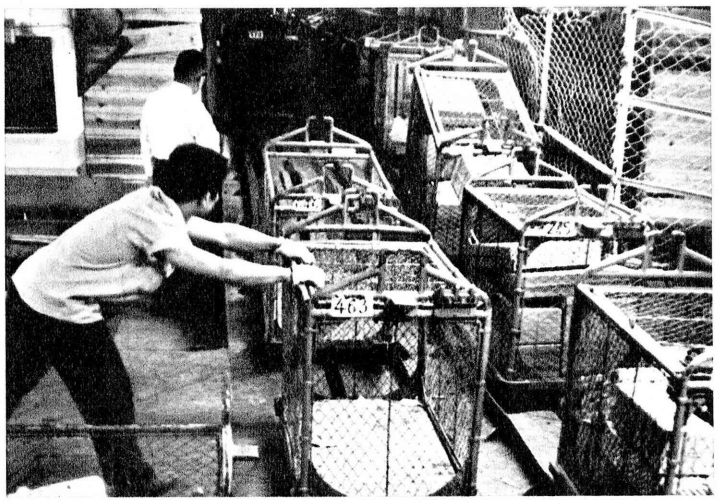
The nation-wide total of 146 department stores accounts for nine per cent of all gross retail sales. This, plus the other features available to the public, is a reflection of the importance of the department store in the life of the Japanese people.

Mitsukoshi's lobby: sculpture by Gengen Sato and pipe organ concerts thrice daily..

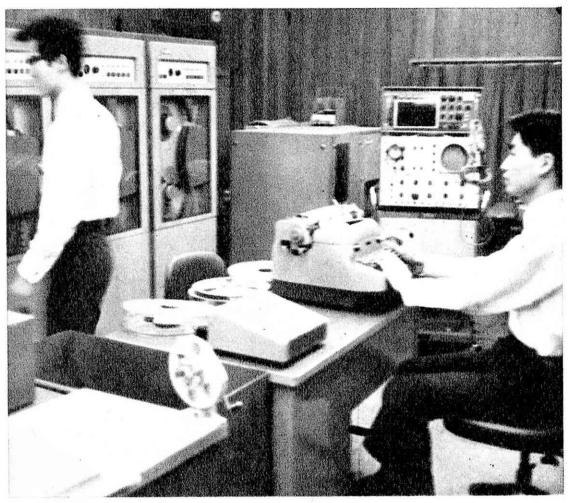


For shoppers with children: custom baby-sitting.

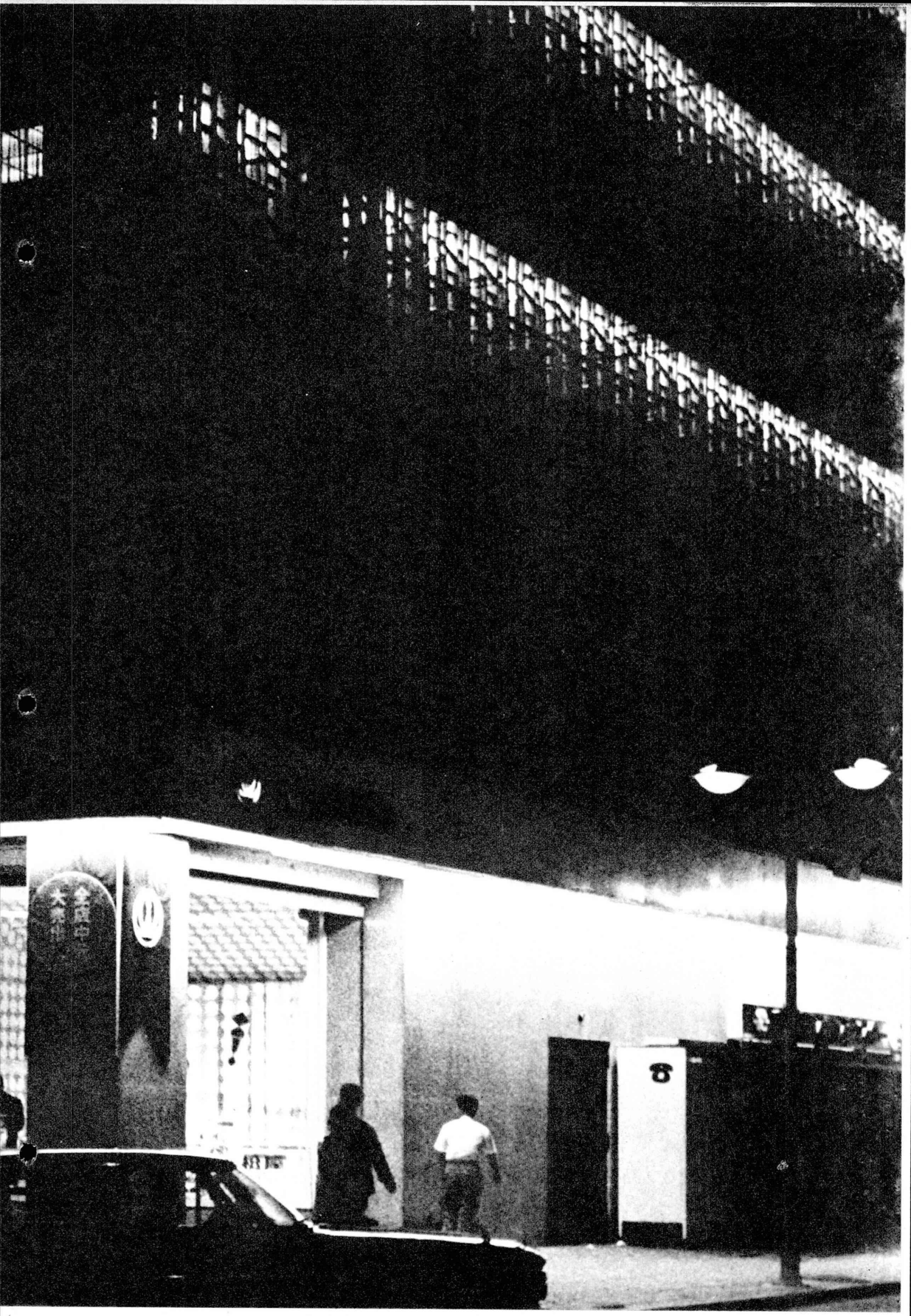
On the way home: a glimpse at the displays.



Goods are moved to sales counters, and then to delivery trucks, by a conveyor system.



Studying sales trends: the calculator section.



Maintaining contact with branch stores via teletype.

INAGIKU

For the finest tempura eat in Tokyo . . .

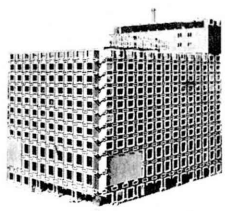
at 稲ぎく

Prepared by chefs with years of experience. Huge round tempura table seating 30 is ideal for parties.

For reservations:
Phone 661-8855, 9988
6, 2-chome, Kayaba-cho, Nihonbashi, Chuo-ku, Tokyo
For Taxi Driver : 茅場町2丁目6市場通り

THE NAGOYA MIYAKO HOTEL
A GARDEN OF TRANQUILITY
IN
DOWNTOWN NAGOYA

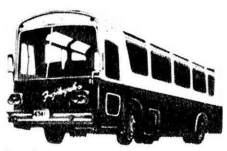
PEACE and CALM and SERVICE are provided in the HEART of DOWNTOWN NAGOYA, just minutes from the Nagoya Station, principal business and shopping centers, theaters, and recreation facilities.



ROOM RATES
Single ..... $ 5.55 & up
Twin ..... $10.00 & up
Suite ..... $22.00 & up
Japanese Style $18.00

Nagoya Miyako Hotel
Nishiyanagi-cho, Nakamura-ku, Nagoya, Japan
Cable: HONA MIYAKO Tel: 57-3211

Ride halfway up Mt. Fuji aboard the Fuji Kyuko's "WORLD BUS" with a guide-entertainer, master of 10 languages: Chinese, English, French, German, Hindi, Italian, Malayan, Russian, Spanish and Japanese. Enjoy the guide's commentaries in your own native tongue through the world's first device, the "10-LANGUAGE PERSONAL GUIDE" entertainer, while relaxing in the 5-stage reclining seat of luxurious comfort.



Fuji Kyuko's
"WORLD BUS" speaks 10 languages !
For reservations and ticketing, call
FUJI KYUKO CO. 211-7627, Tokyo

EXPERTS with years of experience and 4,000 branches forming a network all over Japan, offer you tourism services to make you enjoy the true Japan.
For package, independent and fully escorted tours—anywhere in Japan.

NIPPON EXPRESS CO., LTD.
Head Office: Nittsu Bldg., Kanda, Tokyo
NIPPON EXPRESS U.S.A., INC.
2 West 46th St., New York 36, N.Y.
San Francisco Los Angeles

BEST OF JAPAN

as Recommended by Noted Personalities

Masaru Ibuka, president of Sony Corp. and an official of Japan's Committee for Economic Development, was born in 1908. He graduated from the electrical engineering course of Waseda University in 1933. In 1946, he established the predecessor of the world-famous Sony Corporation.

KURASHIKI: RICE WAREHOUSES AND ART MUSEUMS

By MASARU IBUKA

Manifestations of the worldwide travel boom may be seen not only in Tokyo but in many smaller resorts as well. The development of tourism in Japan has, however, bypassed a number of places of scenic and historic interest. The Japanese people, having been avid travellers for centuries, generally know something about these places, but relatively few foreigners are familiar with them. It is such a place which I would like to nominate as Japan's best medium-sized city: Kurashiki, in Okayama Prefecture.

In fact, I think that the reaction of foreigners to Kurashiki's unique atmosphere will be stronger than that of the Japanese tourists

Folk Art Museum courtyard.

Bold pattern of a shop curtain: traditional trademark.

who go there. I'm thinking not only of the Folk Art Museum or the Ohara Museum of Fine Art but of the total impression one gets in Kurashiki. The clean, plastered white walls combined with the square grey tiles are seen not only in old buildings but have been utilized in new ones as well. This sense of historical continuity is a wonderful and rare thing. Even in the fine medieval cities of Europe I have been in, I did not receive quite the same sensations obtained when strolling through Kurashiki.

The four buildings of the Folk Art Museum originally were rice warehouses, and the thick walls and stout timbers give an impression of lasting strength—the same quality found in the folk art within. I can't think of a more appropriate building for Japanese folk art.

Kurashiki has its industry too, and Mr. Magosaburo Ohara, who introduced industry to the city, also did something else. He established the Ohara Museum of Fine Art, with his fine collection of European paintings and sculpture, including works by El Greco, Renoir, Monet, Gauguin and others. Recently the museum added two wings for the exclusive display of prints by Shiko Munakata and stencil dyeing by Keisuke Serizawa.

I was pleasantly surprised by the new Kurashiki International Hotel, which I found to be better than most hotels abroad. There is also, I hear, a folk art inn, where only folk art objects are used as utensils and for decoration.

As a unique cultural center, I recommend Kurashiki to Japan Illustrated readers without reservation.

Small town flavor: a noodle restaurant.

King-size arrows advertising a fletcher's shop.

Kurashiki City Hall, designed by Kenzo Tange.

Interior of the new Shiko Munakata Hall.

FINEST ASSORTMENT OF CULTURED PEARLS AND SOUTH SEA PEARLS

NICHIBO PEARL STORE
Palace Hotel Arcade, Chiyoda-ku, Tokyo
Tel: 211-6968
Rokkosan Hotel, Kobe
Tel: 89-0300

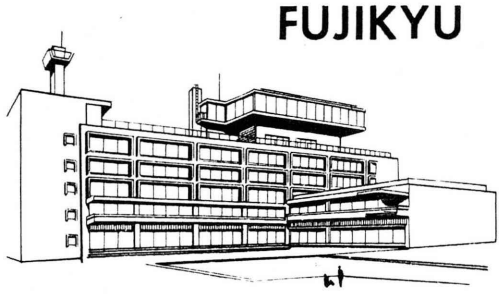
CAMERAS MOVIE CAMERAS & ACCESSORIES

NO TAX FOR TOURISTS
Igarashi Camera Shop
1st Floor, Room 116, SANSHIN BLDG. (Near Imperial Hotel)
Tel: 591-2626, 4919
Ginza TOKYU HOTEL ARCADE
Tel: 541-2411 Ext. 24
MITSUI BLDG. ARCADE
Tel: 501-6576

NO TAX FOR TOURISTS
CAMERAS,
MOVIE CAMERAS,
BINOCULARS
and
Photo Accessories

ASANUMA CAMERA
1st Floor, Marunouchi Building, Tokyo
Tel: 201-3953/4

ORIENTAL CHARM
AND SERENITY
IN ULTRA MODERN
FUJIKYU



ROOM RATES:
Single ..... ¥2,400 up ($ 7.00)
Twin ..... ¥3,800 up ($11.00)
Japanese-Style ..... ¥4,500 up ($13.00)
Suite ..... ¥6,000 up ($17.00)

FUJIKYU KANKO HOTEL
38 Aoi-cho, Higashi-ku, Nagoya, Japan
Tel: 94-9511 . . . (10)

Live Like a Prince
—Stay in Regal Splendour!

Takanawa Prince Hotel

TAKANAWA PRINCE HOTEL
Takanawa Minamicho, Minato-ku, Tokyo
Tel. (441) 4121, 8141 Cable Add. "PRINSOTEL"

AKASAKA PRINCE HOTEL
Kioicho, Chiyoda-ku, Tokyo
Tel. (262) 5151 Cable Add. "PRINCE AT TOKYO"

AZABU-PRINCE HOTEL
Azabu-Honmuracho, Minato-ku, Tokyo
Tel. (473) 1111 Cable Add. "AZABUPRINCE"

YOKOHAMA PRINCE HOTEL
Masaka, Isogomachi, Isogo-ku, Yokohama
Tel. Yokohama (75) 1381 Cable Add. "YOKOPRINCE"

TOKYO PRINCE HOTEL
Opening September 1, 1964

It's
TOBU
for
NIKKO
With Music and Lady Guide

Fast, Limited and Frequent Service
105 minutes from Asakusa, Tokyo
14 express trains each way a day

One-day "Nikko Grand Tour" by Japan Tourist Service ($15)

Japan Tourist Service Tel: 871-2695
Japan Travel Bureau Tel: 211-3211

TŌBU RAILWAY

BEST OF JAPAN

SIMPLE, UNAFFECTED, PLAIN AND DELICIOUS

By ANDRE BRUNET

A graduate of Paris University and the National School for Oriental Languages, Mr. Brunet was a member of the teaching staff of the Institut Franco-Japonais du Kansai in Kyoto from 1955 to 1958. Since 1958 he has been in the diplomatic service and is now second secretary at the French Embassy, Tokyo.

When I was asked to introduce what I believe to be "the best of Japan" to the readers of this magazine, I must confess that I was at a loss. So many historical buildings and landscapes at the seashore and in the mountains came to mind that I could not choose the one from among the many. As soon as I settled on one temple, I remembered being delighted by this painting or fascinated by that sculpture.

But, I reflected, why not take up the subject of cooking. Although such a choice may seem trivial, qualities of Japan's civilization are reflected in its cuisine. And, after all, it was a good opportunity, it seemed to me, to pay tribute to a dish from which I derived, and am still deriving, much pleasure.

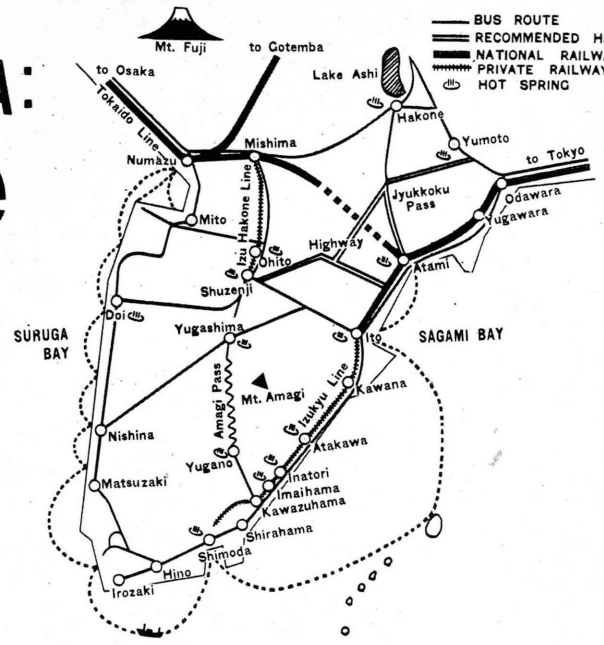
The Japanese have in their language a word which perfectly describes the unobtrusive qualities of their cooking: *assarishita,* which can be rendered as "simple, unaffected, plain." This adjective seems to have been coined especially for what I believe to be the best of Japanese food: sushi.

That rice-and-fish sandwich, as it has been called, is reported to have received first prize in an international contest several years ago. And it is to be doubted whether there exists in the world many dishes such as sushi, which can be enjoyed day after day without losing any of their appeal. Once I had to live on a diet of sushi only for several days. If it had been *crèpes Suzette* or *vol-au-veut,* it might have been a harrowing ordeal, but I still confess a definite weakness for these Japanese sandwichs.

The main problem which remains, of course, is whether or not you like raw fish. Most persons, upon arriving in Japan, are asked if they are ready to try this delicacy; most cannot help but to shudder in apprehension at the thought. However, there are many persons who, I know, overcame initial timidity and soon became convinced that a slice of raw fish is indeed palatable.

Moreover, food is not the only attraction of a sushi restaurant. Most of these establishments manage to retain something of the flavor of the Edo Period, which is a delight for both the tourist and blasé long-time resident alike. The cleanliness of every utensil, the white neatness of the wooden counter with its rustic decoration, the joviality of the staff, not to mention the refinement of the vessels used in some of the restaurants (A well known sushiya in the Ginza serves sushi on platters made by the famous Rosanjin) make a trip to any sushiya a truly rewarding experience. Yes, the more I think of it, the more I feel that sushi can be cited as one of "the best of Japan."

IZU PENINSULA: Skyline and Spas



IZU PENINSULA

Surrounded by bright seas and with a low mountain range running through it, Izu Peninsula, with its numerous hot springs, is a paradise for vacationers in Japan.

Izu is part of the Fuji-Hakone-Izu National Park in central Honshu. The peninsula juts out 60 kilometers south into the Pacific. Its mountains are part of the Fuji Volcanic Range, and the underground conditions which created volcanoes a millenium ago now heat the waters of more than 30 excellent hot spring resorts.

These hot springs may have provided Izu with its name, which is thought to have been derived from the word "izuyu," meaning a place where hot water bubbles up.

In addition to scenic beauty, the area offers quick and easy accessibility as one of its attractions. Since it is only 2-3 hours from the urban complex of Tokyo-Yokohama-Kawasaki, even one-day trips are practical, but most visitors to Izu stay over for one or two nights. The Tokaido Main Line, linking Tokyo and Osaka, passes through the peninsula, and there is a station to the northeast at Atami, the area's largest hot spring resort.

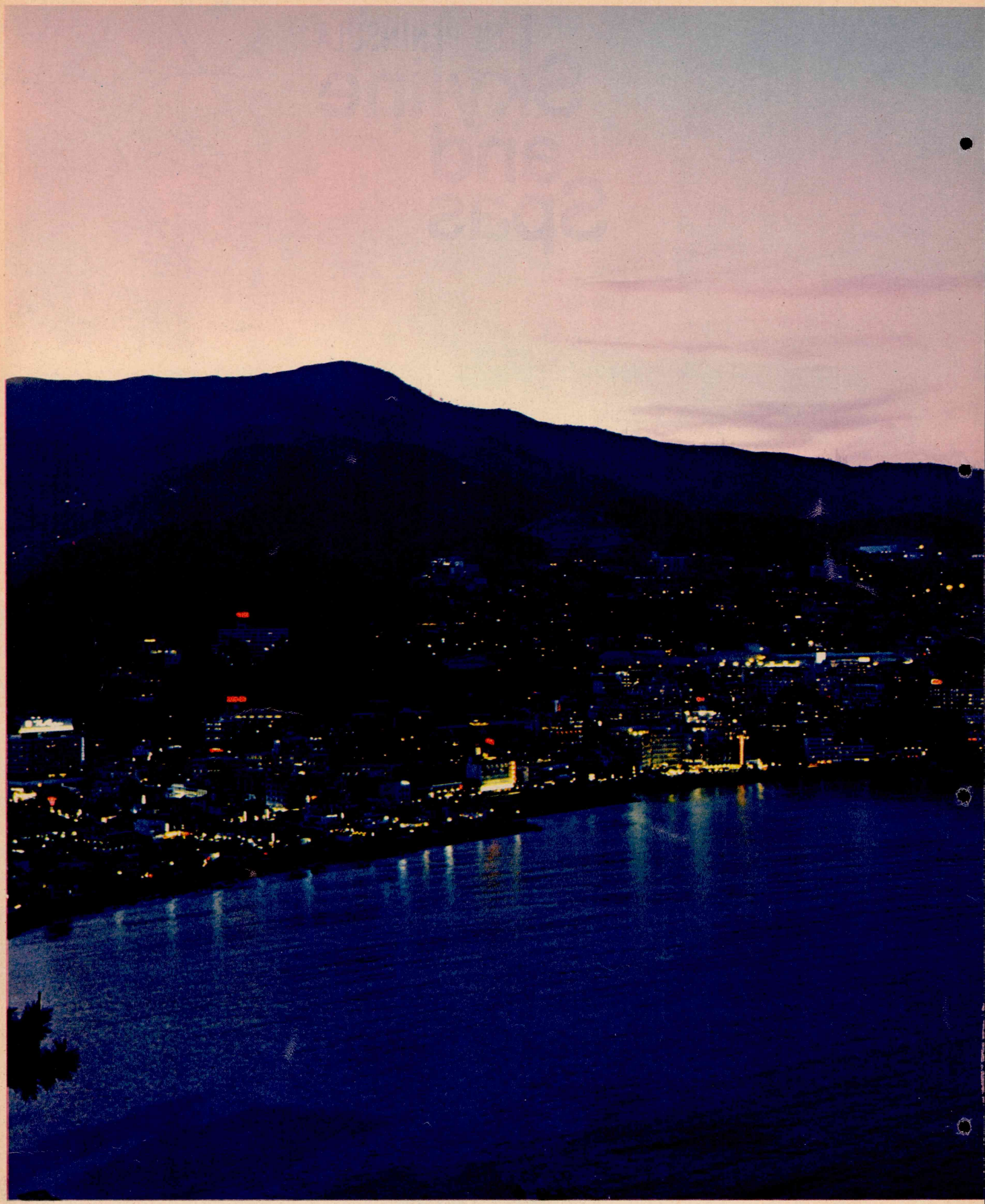
The southern port of Shimoda, where Commodore Matthew C. Perry landed in 1853, may be reached directly from Tokyo via an electric railway. A network of driveways is almost completed so that motoring through the area will be facilitated. Many scenic spots in the mountainous area may be reached by cable cars.

A wide variety of accommodations is available, ranging from luxurious suites in Western-style hotels costing 50,000 yen a night to commodious Japanese inns which charge only 2,000 yen a night, including two meals.

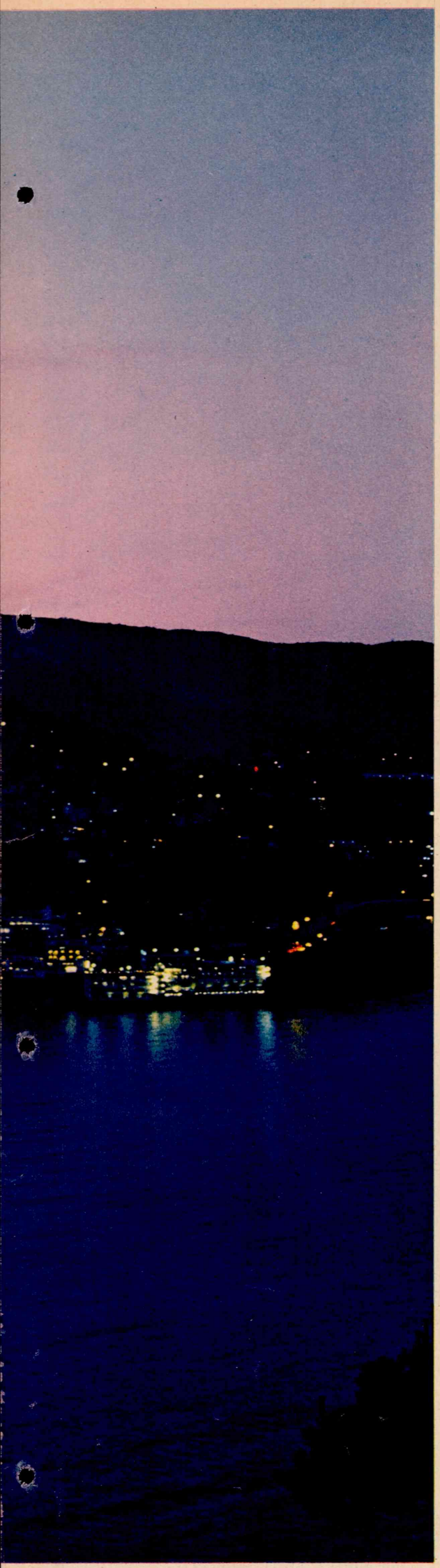
An equally wide variety of sports and recreational facilities is at hand, including cycling, hiking, swimming and golfing.

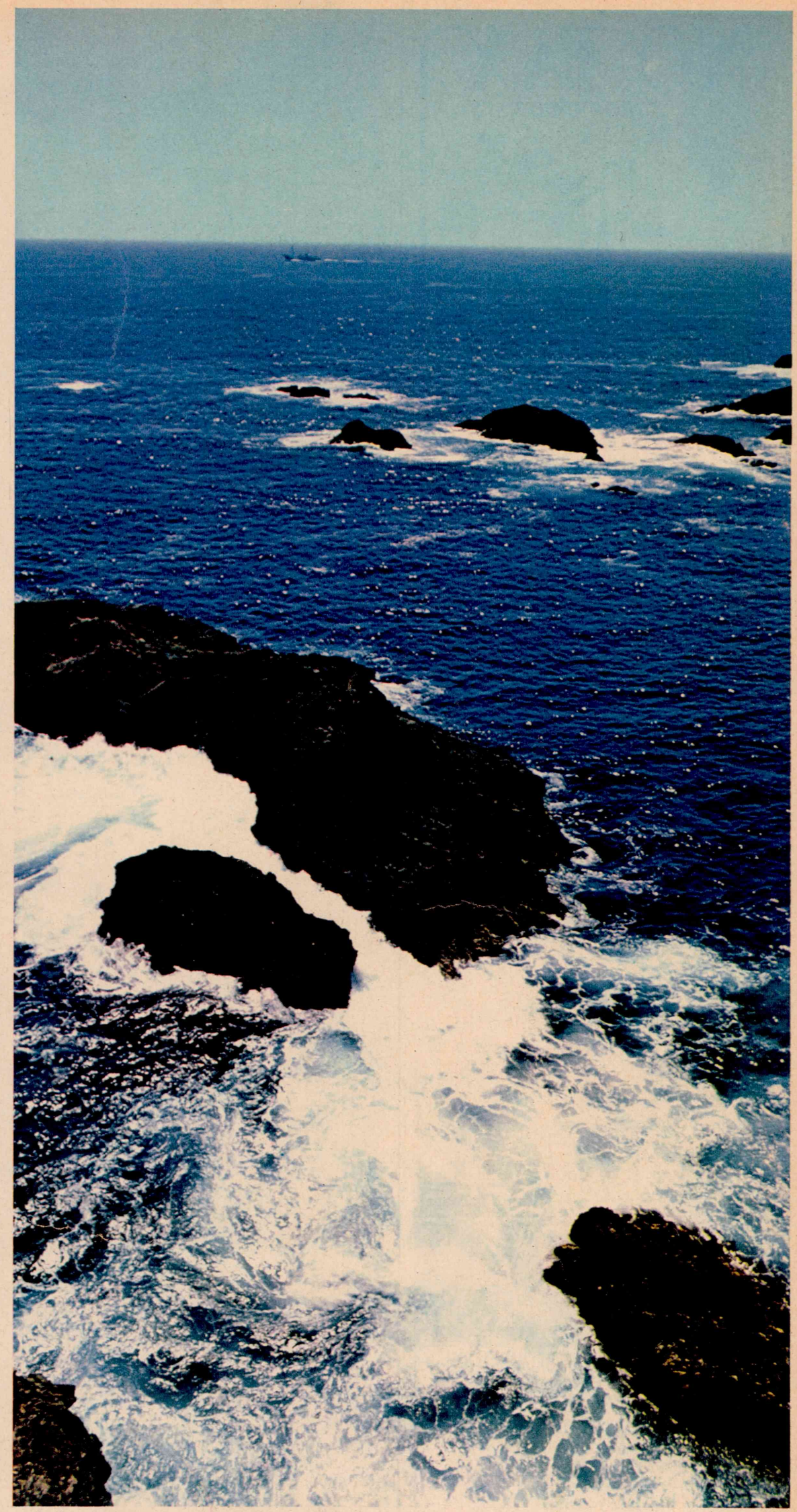
In addition to facilities for recreation-minded people, Izu has many peaceful spots where honeymooners, writers and college professors can relax and work in complete solitude.

There are three sightseeing courses: one along the east coast, one through the central mountains and a third following the west coast of the peninsula. Each course has its



Atami glittering like jewels in the night.





Irozaki's shores, washed by the warm waters of the Black Current.

NO TAX
FOR TOURISTS

Only Matsushima has a Manufacturer's Showroom (2nd floor)

EVERYTHING Optical and Photographic

Authorized Money Changer

AMERICAN EXPRESS CARDS

Diners CLUB Carte Blanche

Matsushima

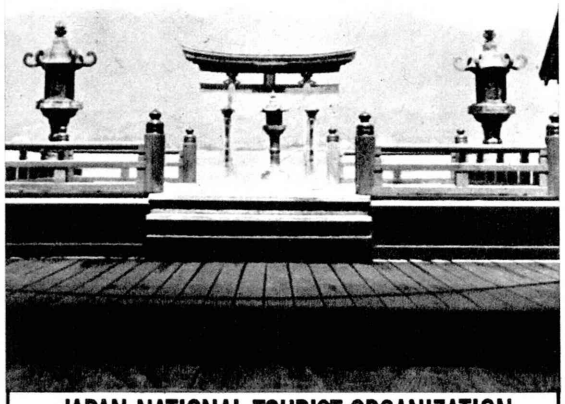
OPTICAL DEP'T STORE

3-CHOME, GINZA, TOKYO

TEL: (535)3451-6

FOR TAXI DRIVER: 銀座3丁目バス停前

Japan



JAPAN NATIONAL TOURIST ORGANIZATION

HEAD OFFICE: 1 Marunouchi, Tokyo, Japan

Tourist Information Centers

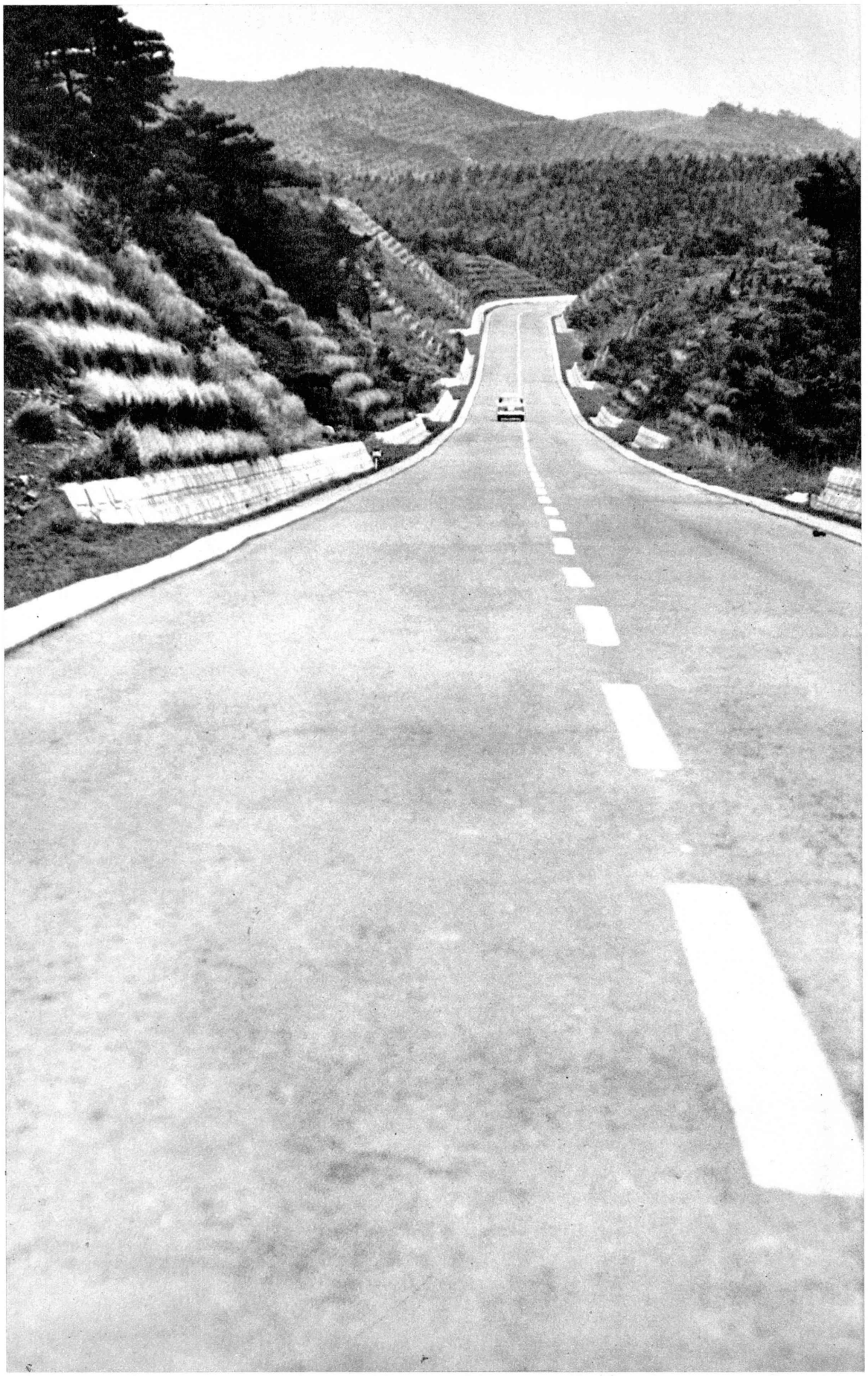
TOKYO OFFICE: 1 Yurakucho, Chiyoda-ku, Tokyo Tel: 502-1461

TOKYO AIRPORT OFFICE: Airport Terminal Bldg., Ota-ku, Tokyo Tel: 741-6371

KYOTO OFFICE: Kyoto Tower Bldg., Higashi-Shiokoji-cho, Shimogyo-ku, Kyoto Tel: 37-0480

OVERSEAS OFFICES

New York, Chicago, Dallas, San Francisco, Honolulu, Toronto, Sao Paulo, London, Paris, Frankfurt a/M, Bangkok, Hong Kong, Sydney



Skyline Highway connecting Hakone and the Izu Peninsula.

own individual characteristics for the traveler to choose from.

The eastern coast course is the most convenient with regard to transportation. Practically all of the hot spring resorts are located along this route, which has many outstandingly beautiful places.

The course through the mountains may be followed via a superb skyline driveway with many vantage points for majestic sights of the mountains and the sea. Numerous golf courses and spas are accessible to those who follow this course.

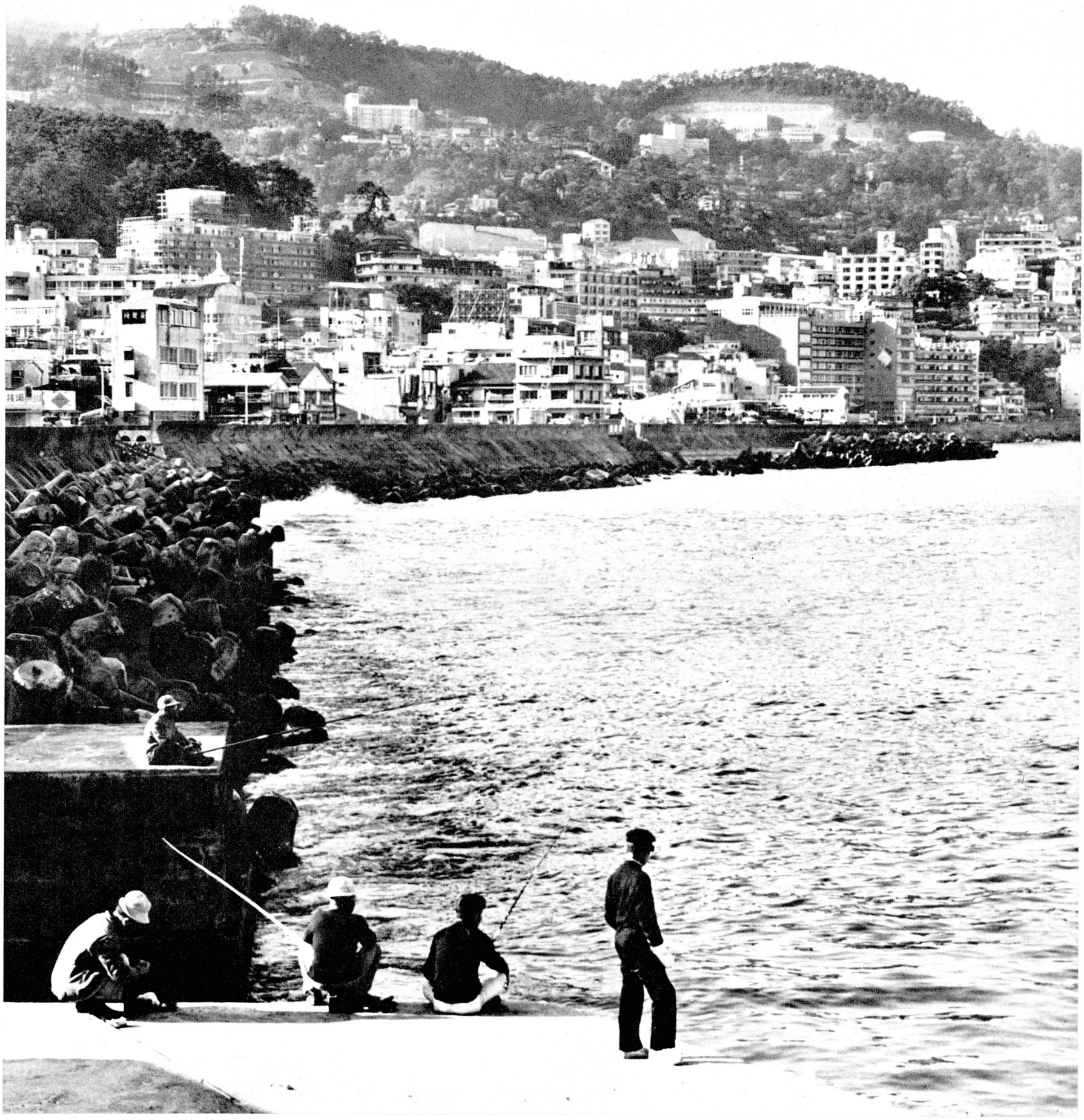
The western course, because it is the furthest from Tokyo, does not yet have transportation facilities equal to those of the other two courses, but the scenery along the shore is just as beautiful as along the eastern coast.

Because of its convenient location, scenic attractions and mild climate, the Izu Peninsula has been developed for many years. Among the most popular and outstanding places on the peninsula are Atami, Ito, Shimoda and Mt. Amagi.

ATAMI

Atami, Japan's largest hot spring resort, is located on the northeastern coast. There are approximately 300 hotels and inns in Atami, including a huge, modern hotel which can accommodate 1,000 guests.

In addition to the relaxed bathing featured



Salt-water fishing within Atami proper.

at the spas, golf links are nearby and there are many local points of interest for those who enjoy walking about in the city.

Atami is only an hour and a half from Tokyo by train, but even this short travel time will be reduced when the New Tokaido Main Line is opened in October. At that time, it will take less than an hour to go to or return from Atami.

In winter the temperature rarely dips below 7 degrees Centigrade; in the summertime it rarely gets above 30 degrees.

Because of its location on a gentle slope facing the Pacific, there is no shortage of beautiful scenery near Atami. Boat excursions to Oshima Island may be made from here, and one may drive over excellent roads to neighboring Hakone and other places.

Near Atami are several famous hot spring resorts, notably Yugawara and Izusan, where one can relax in completely serene surroundings, far from the noisy crowds in the city.

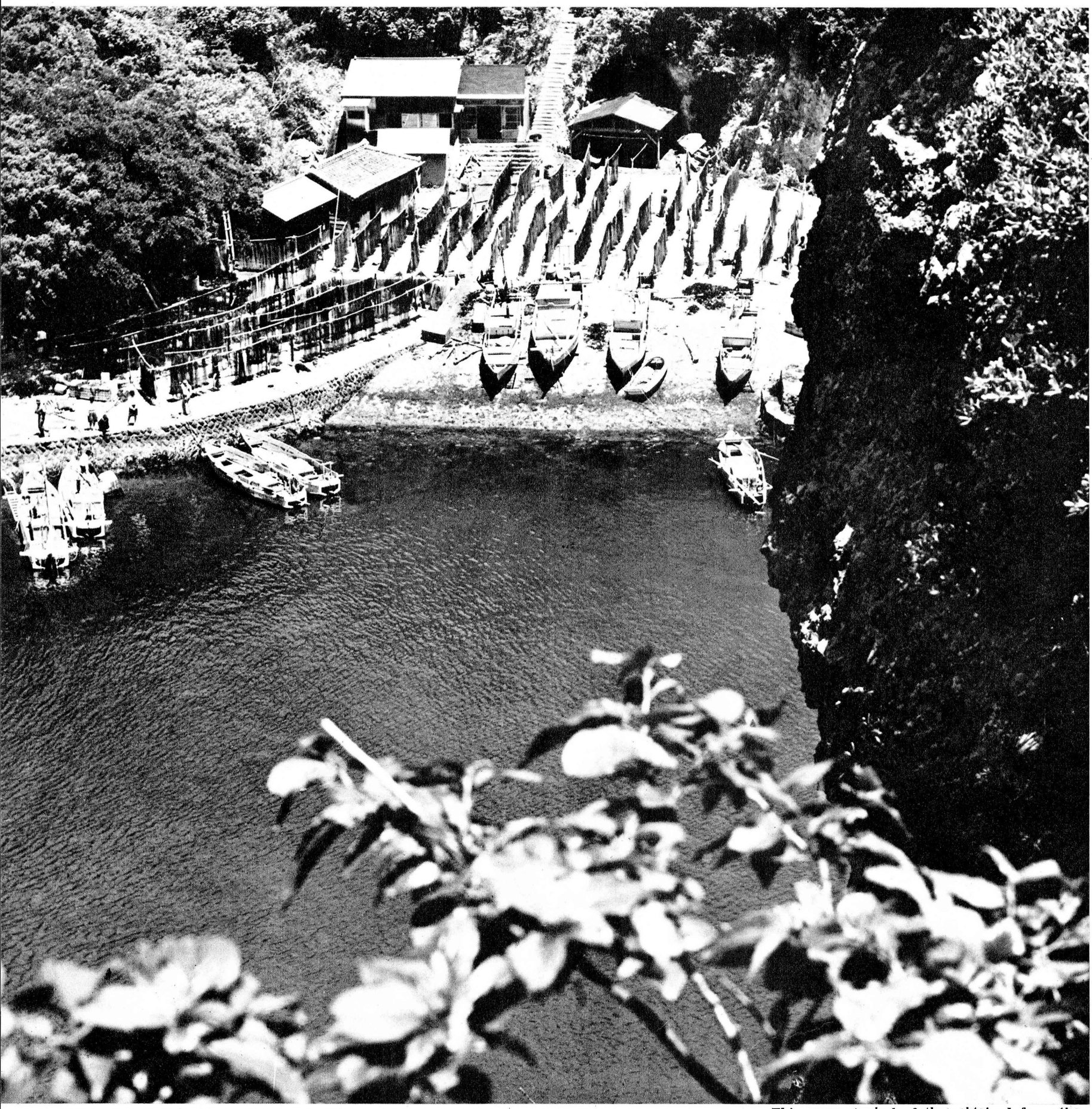
ITO

Ito, another famous spa, is about 20 kilometers south of Atami on the eastern shore. It is second to Atami in both size and popularity and swimming and bathing are among its major attractions in the summer. Together with Atami, Ito forms the favorite recreational area of Tokyo citizens.

The Kawana Golf Links in Ito consists of 36 holes and also boasts grand views of Mt. Fuji and the Pacific Ocean. It is often claimed to be the best golf course in the Orient in regard to both facilities and scenic beauty.

SHIMODA

The port of Shimoda, at the southern tip of the peninsula, is famous both as a fishing port and for its history. It was here, at the Gyokusenji Temple, which still exists, that General Consul Townsend Harris, first American envoy to Japan, opened office in 1856. The biggest annual event of this city is the



This scene, typical of that obtained from the skyline driveways or railway trains, is Izu's age-old tranquilizer.

Black Ships Festival, commemorating the landing of Commodore Matthew Perry of the U. S. Navy. Perry signed the Treaty of Shimoda with the Tokugawa Shogunate in 1854 at the Ryosenji Temple, another historical sight not to be missed. The Irozaki, nearby, is one of the most beautiful spots in Izu.

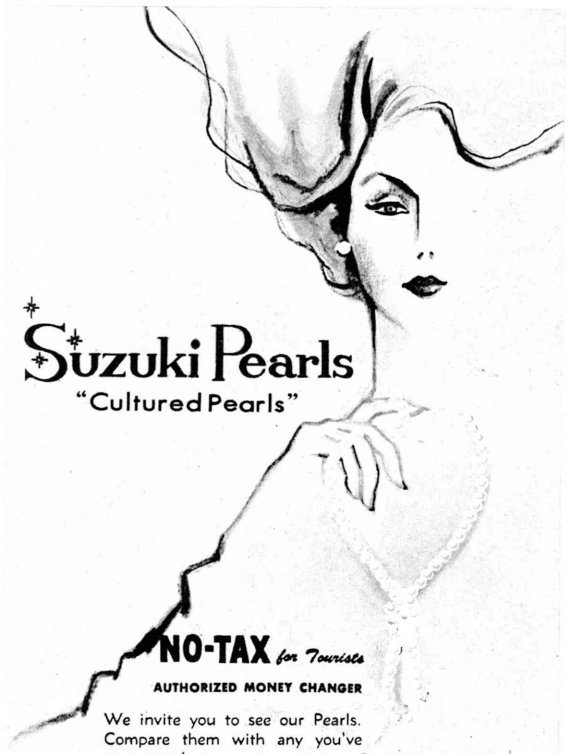
Shimoda has come into the limelight as a tourist center with the recent completion of the Izu Express Electric Railway which links that city directly to Tokyo. Accordingly, a number of modern hotels are now under construction, auguring well for the city's future as a resort.

MT. AMAGI

Mt. Amagi, featuring hot spring resorts and, in the winter, boar hunting, is the high point in the backbone of Izu Peninsula. Several golf links, accompanied by modern hotels and lodges, are also here. A skyline driveway linking the mountain with Hakone has been opened, making the mountain more accessible to tourists coming from that direction.

SHOPPING TIPS TO TOURISTS

PEARLS



Suzuki Pearls
"Cultured Pearls"

NO-TAX *for Tourists*
AUTHORIZED MONEY CHANGER

We invite you to see our Pearls.
Compare them with any you've seen anywhere.

Phone: 408-5565
402-6786

Call us and we'll dispatch a car to take you to any one of our stores.
Roppongi Store: 74, Azabu Ryudo-cho, Minato-ku
Hotel Ohtani Store: 4, Kioicho, Chiyoda-ku (opening on 1st Sept., 1964)

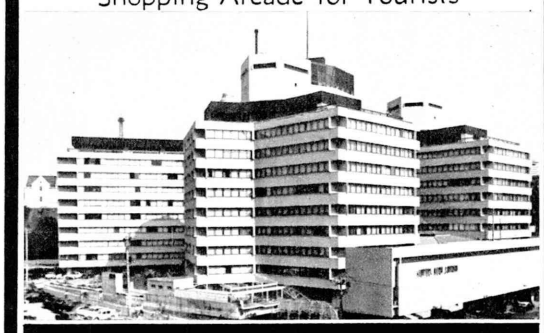
SUZUKI PEARL CO., LTD.

BEAUTY SALON

Stateside **Arden** Facilities
Yamanaka
Beauty Salon
The Only US Licensed Operator in Japan
Basement, Nikkatsu Int'l Bldg.,
Hibiya, Tokyo TEL: 271-7810

ARCADE

EXCLUSIVE GIFT SHOPS
The Best Tax-Free
Shopping Arcade for Tourists

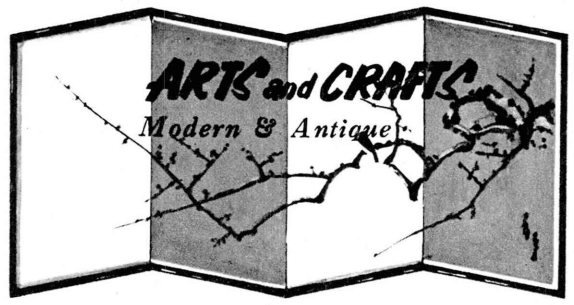


HOTEL NEW JAPAN ARCADE
In the Basement of Hotel
Akasaka, Tokyo
Tel: 581-5511

FOLKCRAFT

SHIMURA'S OMOTESANDO 401-6322
FAMOUS FOR LANTERN & SCREEN
Cute! MANY PRETTY THINGS
GINZA STORE · INT'L ARCADE 501-5756

ART & CRAFT



YOKOYAMA, INC.

KYOTO (MAIN STORE)
NAWATE, SHINBASHI-AGARU,
HIGASHIYAMA-KU, KYOTO
TEL: KYOTO 56-9151

TOKYO
SUKIYABASHI SHOPPING CENTER
GINZA-NISHI, CHUO-KU, TOKYO
TEL: 571-8074

—ARCADE SHOPS—

MIYAKO HOTEL
INTERNATIONAL HOTEL KYOTO
KYOTO HOTEL

HOTEL OKURA
HOTEL NEW JAPAN
TOKYO HILTON HOTEL

CAMERAS

No Tax Cameras,
Transistor Radios
and Binoculars.

Tel: 501-5775

SUN DRY CO., LTD.
International Arcade (Next to Imperial Hotel)

Most Convenient to Shop

NEGISHI
CAMERA CO., LTD.
No Tax For Tourist
Open 10 a.m.—8:30 p.m.

2nd Floor,
Sukiyabashi Shopping Center, Ginza, Tokyo
Tel: 571-7271, 1648

Also at Ueno-Hirokoji, Tokyo
Tel: 831-0320
6273

数寄屋橋ショッピングセンター 二階 ネギシ カメラ店

SHIRTS

For Elite Wear
TANI SHIRT CO.
CUSTOM SHIRT MAKER
Since 1930
Just Call 408-5566/7
45, Azabu Sakurada-cho, Minato-ku, Tokyo

SWORDS

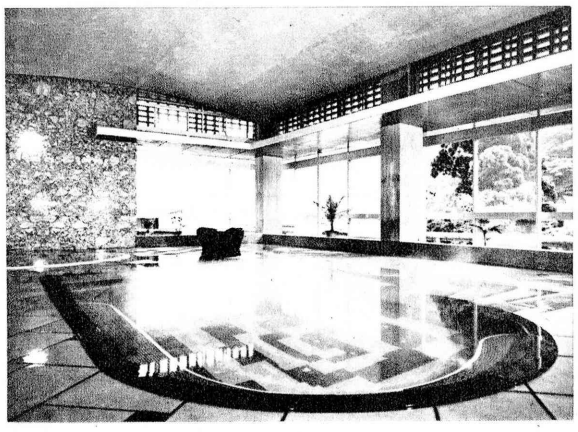
Perfect combination of design and quality

Ⓜ Tomoe-cho Shiba Tel. 431-0654
• Ginza International Arcade
• Hotel New Japan Arcade

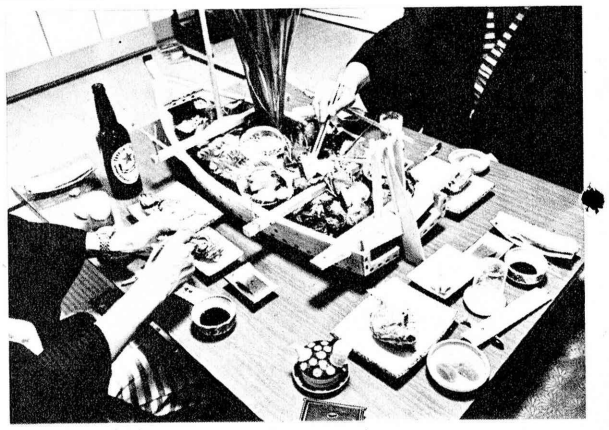
JAPAN SWORD

White sand beaches and solitude: southern Izu

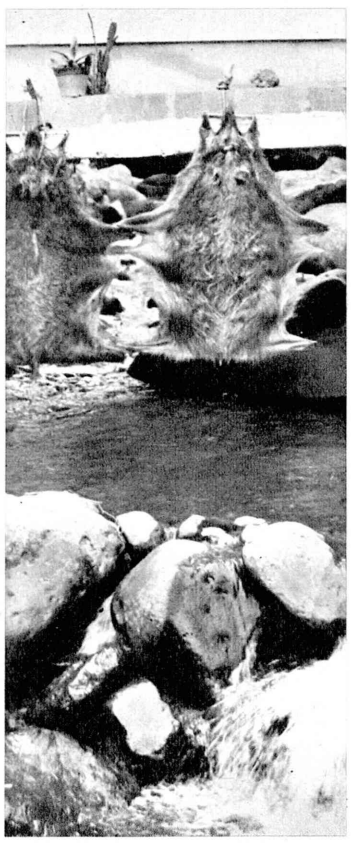
Kawana Golf Course.



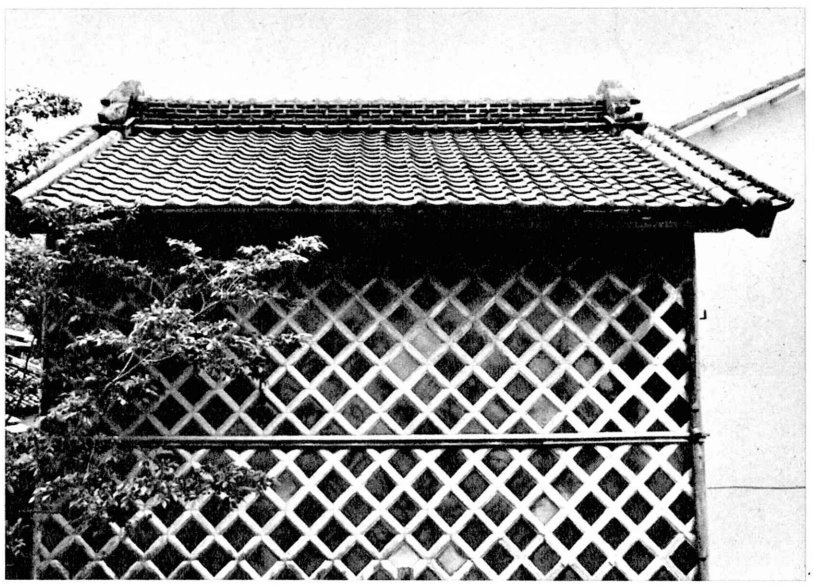
Izu's special way of relaxing.



Delicious surprises such as this one are not uncommon in Izu inns.

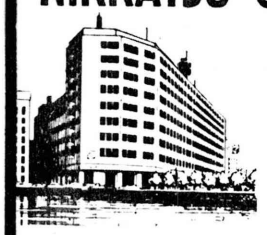


Drying wild boar skins.



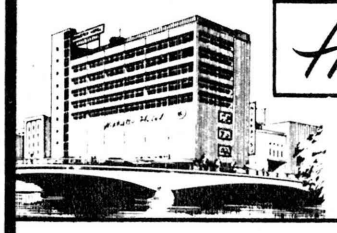
One of the recurring patterns of Izu buildings.

NIKKATSU CHAIN HOTELS



Tokyo NIKKATSU HOTEL
1-1, Yurakucho,
Chiyoda-ku, Tokyo
Tel. (271) 2261

Amagi NIKKATSU HOTEL
GOLF & SWIMMING
Amagi-Yugashima, Izu
Peninsula, Shizuoka Pref.
Tel. (Aobane) 100



Hakata NIKKATSU HOTEL
Higashinakasu,
Fukuoka
Tel. (3) 6621

Kokura NIKKATSU HOTEL
6, Senba-cho,
Kokura-ku,
Kitakyushu
Tel. (53) 1151

Tokyo Information Office:
NIKKATSU BLDG. 271-2221

Printer To The World

"Printer to the world" might appear somewhat pretentious to those of you who are not yet familiar with the work of Dai Nippon, but it is a slogan we plan to grow into.

The first reproductions at Dai Nippon were pulled from a small hand press in 1876. Since then the company has developed into the leading printer and lithographer in Japan and one of the world's few companies active in international printing. Dai Nippon is becoming an important graphic arts supplier to Southeast Asia and the United States.

Dai Nippon Printing Co., Ltd.

President	: Orie Kitajima
Established	: 1876
Head Office	: Ichigaya, Tokyo
Phone	: 269—1111
Cable Address	: DNPRINT TOKYO
Branches	: Tokyo, Sapporo, Sendai, Nagoya, Kyoto, Osaka, Hiroshima, Fukuoka

A lecture meeting at American University.

BEST OF IKEBANA

THE
ART OF JAPANESE FLOWER ARRANGEMENT

IKENOBO

GAKUEN UNIVERSITY

For further details please contact the following:

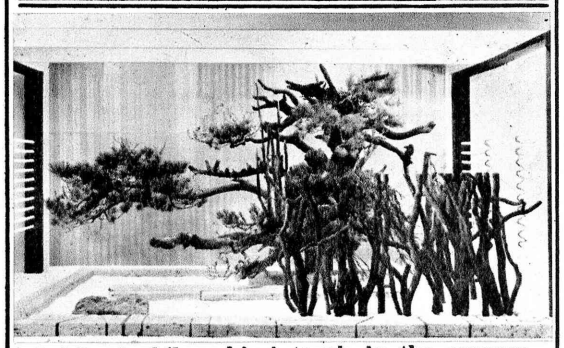
Nishiiru, Muromachi, Shijo-dori
Shimokyo-ku, Kyoto
Tel: Kyoto (35) 8581-5

3, 2-chome, Surugadai, Kanda,
Chiyoda-ku, Tokyo
Tel: Tokyo (291) 3071-4

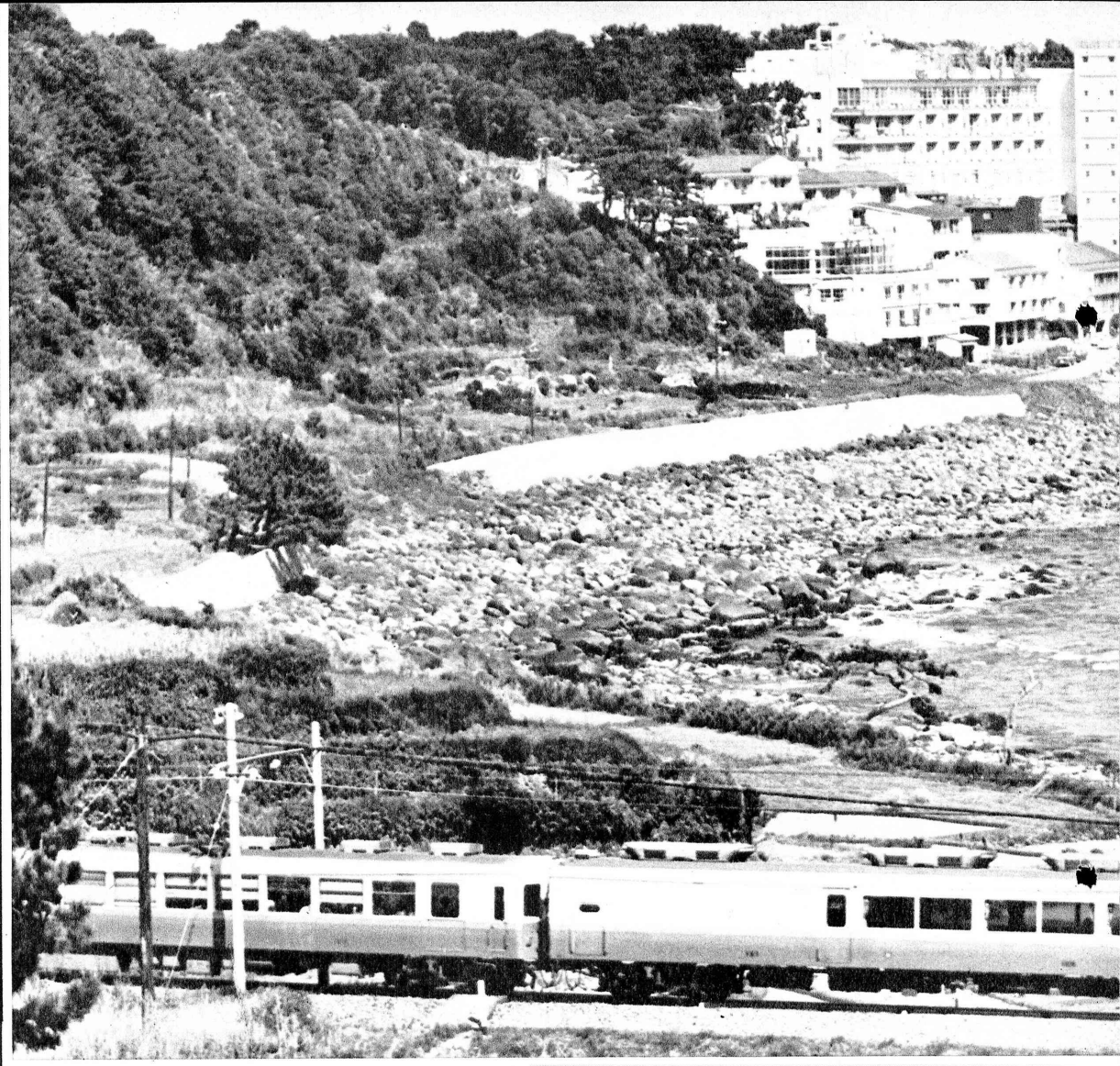
* Ikenobo ikebana includes all of the typical styles of Japanese flower arrangement: Rikka, Shoka, Nageire and Moribana.
* For the benefit of foreign tourists, instructors are available at $2.00 for a 2-hour lesson which includes the cost for the flowers.
* Lessons will be given in accordance with the textbook in English.
* For foreigners interested in taking lessons on a long-term basis, a special class is open at our Tokyo school.
* Certificates will be awarded in accordance with the proficiency in the art of the individual.

JAPANESE FLOWER ARRANGEMENT DISPLAY AT NEW YORK WORLD'S FAIR

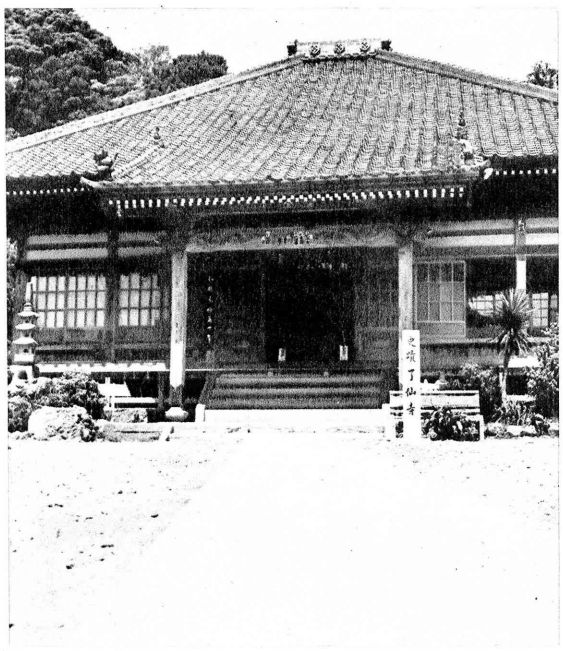
A permanent display of Japanese flower arrangement by Ikenobo is one of the chief attractions at the New York World's Fair to end Oct. 17, 1965. The themes are "Dynastic Culture of Japan and Flower Arrangement," the "Zen Culture and Ikebana," with heavy emphasis placed on the spiritual and intrinsic nature of Japanese flower arrangement. The photograph below shows one of the many styles of flower arrangement now on display at the World's Fair.



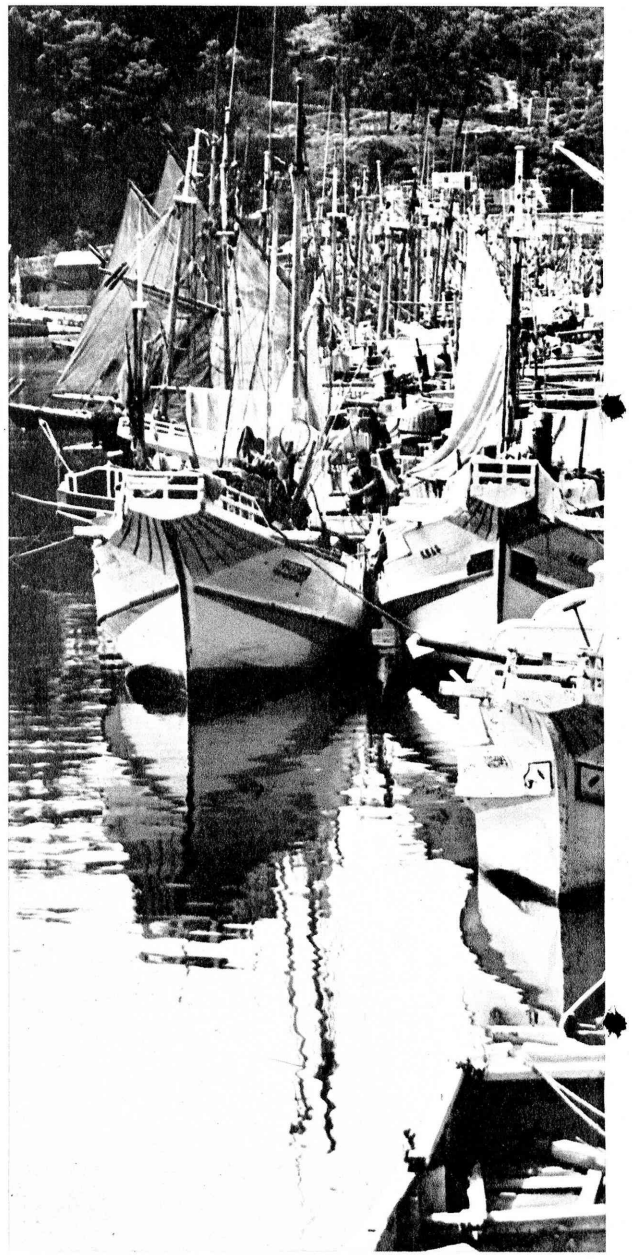
A bit of philosophical touch in the arrangement of a dwarf tree and twigs.



The Izu Express Electric Line connecting Tokyo and Shimoda.

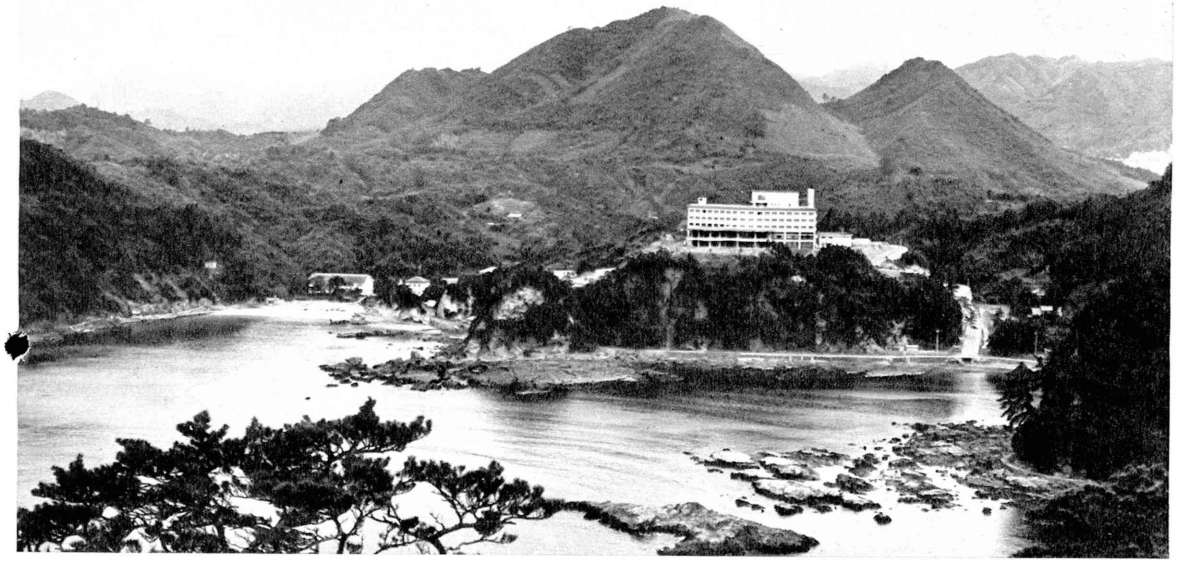


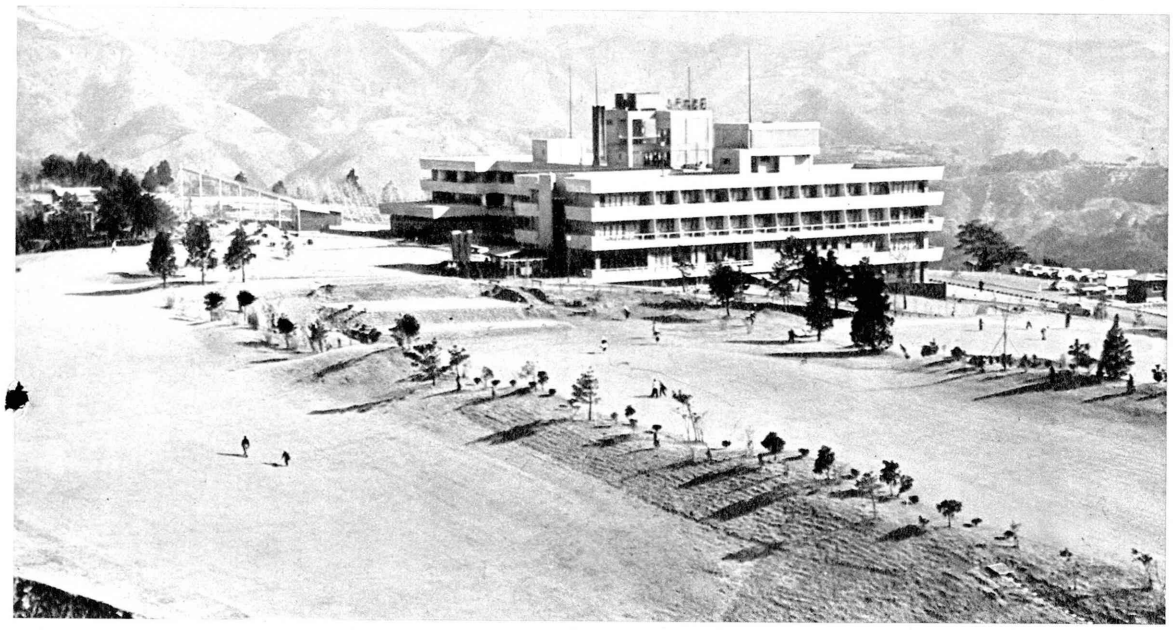
The Ryosenji Temple in Shimoda where the first treaty of commerce between Japan and the United States was signed.



Shimoda's waterfront.

Idyllic setting of Shimoda's Tokyu Hotel.





Major Hotels in Izu

ATAMI

NEW FUJIYA HOTEL — Tel. Atami 8-0111
Twin from ¥2,560

ATAMI FUJIYA HOTEL — Tel. Atami 8-7111
Single from ¥2,000
Twin from ¥3,000

ATAMI HOTEL — Tel. Atami 8-3536
Single from ¥1,400
Twin from ¥1,600

ITO

KAWANA HOTEL — Tel. Ito 3-3191
Single from ¥1,200
Twin from ¥2,200

ITO KOKUSAI HOTEL — Tel. Ito 3-4151
Twin ¥3,600

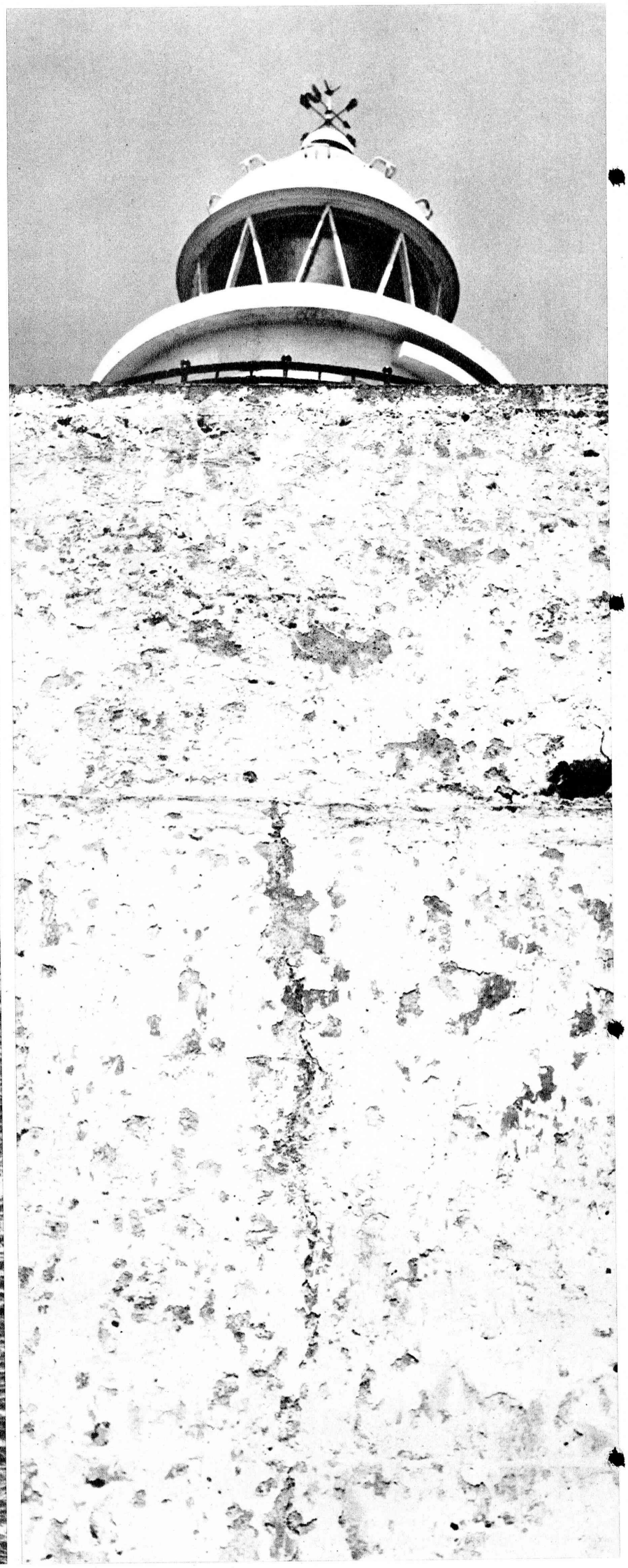
SHIMODA

SHIMODA TOKYU HOTEL — Tel. Shimoda 1270
Single ¥2,000
Twin ¥3,300

AMAGI

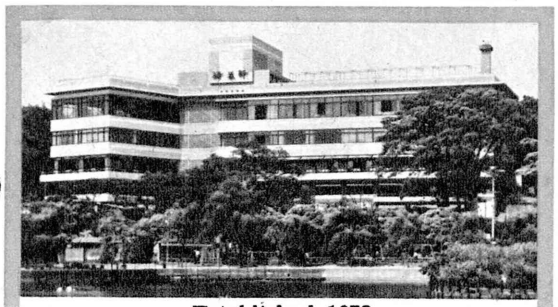
AMAGI NIKKATSU HOTEL — Tel. Aobane 100/103
Twin ¥3,000

Amagi Nikkatsu Hotel: golf course for a front lawn.



Cape Irozaki on the peninsula's southern tip is considered to be Izu's most beautiful spot. Highlighted by the solitary lighthouse, the serenity of the inlets and cliffs cannot be forgotten.

FRENCH



Established 1872

Ueno Seiyoken

French & American Style Restaurant

Member of the DINERS' CLUB

UENO PARK, TOKYO

上野 精養軒 Tel: 821-2181/9

JAPANESE

RESTAURANT FURUSATO

GENUINE COUNTRY CUISINE

GENGHIS KHAN BARBECUE

A Member of the Diners' Club

Shows:

Japanese Folk Songs & Dance Nightly at 7:00 & 9:00 p.m.

Reservations: 461-6515, 0229

Located on Tamagawa-dori & Yamate-dori Ave.

FURUSATO ECCHU

3-21, Sakuma-cho, Kanda, Tokyo

Tel. 866-1511/2, 1043/4

渋谷道玄坂上東京ガス二百米先左側

美倉橋通り総武線ガード際・ふるさと越中

OBAKU ZEN-STYLE

普茶料理

RESTAURANT HOTOTOKISU

ほととぎす

For Taxi: 中野駅南口坂上

14 Senkomaecho, Nakano-ku, Tokyo Tel: 381-0191/5

GERMAN

KETEL

Dine at Tokyo's Famous Restaurant

* Catering Service
* Party Reservations Accepted

Open 11 a.m.—10:30 p.m.

GERMAN RESTAURANT KETEL

5-chome, Ginza-Nishi, Chuo-ku.

Tel: 571-5056, 4642.

WESTERN FOODS

BEST STEAK IN TOKYO

CHOICE KOBE BEEF

AKASAKA ALASKA

OPEN 11:00 A.M.-11:00 P.M.

Tatami Rooms & Conventional Table

2, Hikawa-cho, Akasaka, Minato-ku

TEL: 481-4252

赤坂自動車教習所近く氷川公園隣 赤坂アラスカ

RECOMMENDED RESTAURANTS IN TOKYO

ITALIAN

ANTONIO'S ITALIAN RESTAURANT

The only genuine Italian Restaurant

All food prepared by Antonio Cancemi

Open daily 12 noon — 2 a.m.

Air-Cond. Tel: 408-1971 Member of the Diners'

1, Kasumi-cho, Azabu, Tokyo (D Ave. near 17th St.)

For Taxi: 麻布(材木町)電停前

Refined & Comfortable Atmosphere

PIZZA

RAVIOLI STEAK

SPAGHETTI WINE

OPEN 12 NOON ~ 5:30 A.M.

Italian Restaurant **Tivoli**

22, Kabuki-cho, Shinjuku.

(Opposite the Koma Theater)

TEL: 362-8064

新宿コマ劇場斜前横通り チボリ

ITALIAN

PASTA・RESTAURANT

FLORENCE

Features: Italian Pasta Dishes, Delicious Coffee and Wines

50 kinds of Spaghetti

Cooked with imported ingredients from BUITONI Co. in Italy

Open 11:00 a.m. — 3:00 a.m.

4-7, Tamachi, Akasaka, Minato-ku, Tokyo

Tel: 481-5111, 5122

Lassagne House

• *Spaghetti* • *Pizza*

Cooked in Genuine Italian Sauce.

Open Noon — 4:00 a.m.

Former Ginza Corner House

Italian Restaurant and Bar **Maltese**

Cozy Atmosphere. Near Roppongi. Parking Lot.

Reservations: Tel: 401-8892

TROPICAL

authentic indian restaurant

AJANTA अजन्ता

near Indian Embassy

Delicious food—homelike atmosphere.

Open 11 a.m.–9 p.m., Closed Sundays

Call proprietor Mr. Murti: 262-0812

2-2, Kudan, Chiyoda-ku, Tokyo

TAXI 靖国神社正門前住宅公団ナ丶メマエ アジャンタ純INDO度料理

THE GENUINE INDIAN RESTAURANT

Large variety of best Indian dishes and fresh chapaties.

Indian vegetarian dishes also always available.

NAIR'S Restaurant

Owned and Operated by A.M. Nair

Manufacturers of Indira Curry Powder

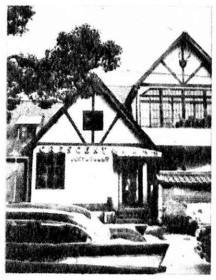
On 10th St., crossing of "Z" Ave. Tokyo Tel: 541-8246

(In front of Kabuki Annex)

Branch: 7th Fl., Seibu Dept. Store, Ikebukuro, Tokyo

本店 東京昭和通歌舞伎別館前 支店 東京池袋西武百貨店七階

CRESCENT
Tokyo's Original
French Restaurant



Open daily
11:30 a.m. to
10:00 p.m.

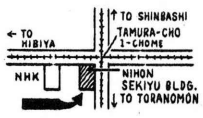
Free Parking Space
Tel. (431)
1222, 3125

1, 8-Gochi,
Shiba Park,
Tokyo

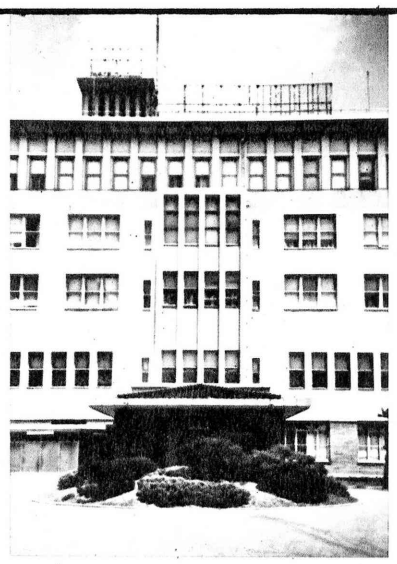
AMID CONTINENTAL SURROUNDINGS
European Dishes
MOON CREST

Affiliated with CRESCENT
9:30 a.m. to 10:00 p.m.
Closed Sundays

Nisseki Building Arcade
1-chome, Tamura-cho,
Minato-ku, Tokyo



Tel. (502)
1031, 1032



LUXURY COUPLED
WITH ECONOMY

Conveniently located in downtown Nagoya, the modern Nagoya Kanko Hotel awaits your visit.

124 rooms with bath
Single .... $ 5.00 & up
Twin .... $ 9.10 & up
Suite .... $12.50 & up

NAGOYA KANKO HOTEL

Hirokoji-dori, Nagoya, Japan. Tel: 23-7711
Cable Address: KANHO NAGOYA

FESTIVALS AND SPECIAL EVENTS IN SEPTEMBER & OCTOBER

Three Nations Festival

The best weather in Japan is that of September and October. Accordingly, the many colorful festivals and events held during these two months are particularly popular and offer much of interest to all.

The full moon on September 20th is called, literally, the "Wonderful Moon of Mid-Autumn," *(Chushu no meigetsu)* because it is considered to be more beautiful then than at any other time. Many poetical and pictorial depictions of this moon have been made in the past, and many people other than lovers and astronomers also find themselves looking upward at this time.

Following is a list of festivals and events to be held during September and October; (1) indicates the date, (2) the nature of the event, (3) the place and (4) the nearest railway station.

Archery on horseback in Kamakura

(1) Sept. 16. (2) Kamakura was the nation's political and military center during what is now known as the Kamakura Period (1192–1333). Many famous military episodes took place there. As the oldest shrine in Kamakura, the Tsurugaoka Hachiman Shrine, enshrining a war god, was paid homage annually by the Kamakura Shoguns. Shogun Minamoto Yoritomo initiated the archery on horseback contest *(Yabusame)* at the shrine as a means of fostering martial spirit among the warriors. The contest was held every autumn. It grew in popularity and was soon considered a must for the top warriors. It was considered a great honor to be chosen to compete as the contests held at this shrine were the most spectacular ones of this type. While riding toward the shrine, each samurai was to shoot three arrows at three targets. The annual repetition of this event offers spectators a chance to travel backwards in time to the Middle Ages in Japan. (3) Tsurugaoka Hachiman Shrine. (4) Kamakura Station, Yokosuka Line.

Ceramic Festival near Nagoya

(1) Sept. 16–17. (2) Prices go down and displays grow bigger at this time in honor of Tamikichi, the man who is supposed to have established the ceramic industry in Seto during the 17th century. Activity centers on the Tosho Shrine, where he is enshrined. (3) Seto City. (4) Nagoya Station, Tokaido Line; change here to a Meitetsu bus for Seto.

Apple Festival in Aomori Prefecture

(1) Sept. 23. (2) Hirosaki, in Aomori Prefecture, is the biggest apple-growing center in Japan. For the Apple Festival, many colorful floats are made and pulled through the streets while folk dancers and lion dancers march on parade. (3) Hirosaki City (4) Hirosaki Station, Ou Main Line.

Nagasaki's Three Nations Festival

(1) Oct. 7–9. (2) This, the Nagasaki Okunchi Festival, is one of the biggest festivals in Japan. Because Nagasaki was for many years the only port where international trade was permitted, and because the city has always had an international flavor, a number of festivals combining Japanese, Chinese and Dutch pageantry are celebrated. At the time of this festival, Nagasaki citizens perform a Chinese-styled Snake Dance and *Kokkodeshi,* which involves young men hurling a drummer who is on a platform high in the air. Dutch comic story-telling *(Oranda manzai)* is featured, and an 8-meter long model of a whale is carried on a float while spouting water from its back. (3) Suwa Shrine. (4) Nagasaki Station.

Kotohira Shrine's Grand Festival

(1) Oct. 9–11. (2) The Kotohira Shrine, mid-way up Mt. Zozu in Shikoku's Kagawa Prefecture, enshrines the god of navigation. It is visited by pilgrims throughout the year, but during the three-day-long festival tens of thousands of people converge on the shrine. Later, on the 24th, a portable shrine is boisterously carried from the main shrine to its sub-shrine at the foot of the mountain. Hundreds of followers join in the procession while crowds of others line the 1,368 steps to the main shrine to watch the colorful and exciting procession. (3) Kotohira Shrine. (4) Kotohira Station, Dosan Line.

Marimo Festival

(1) October 8. (2) *Marimo* is a fresh water plant considered by the Ainu to be an incarnation of a god. They have therefore cultivated this plant since antiquity. In addition to the performance of a ceremony, there are Ainu dances, quite different from Japanese dances, and the Ainu wear their unique traditional costumes for the occasion. Because of the importance of this festival, many Ainu from different parts of Hokkaido go to Lake Akan, where the festival is held, to participate in and watch the festival. (3) Lake Akan, Hokkaido (4) Kushiro Station, Nemuro Line.

St. Nichiren's Memorial Service

(1) Oct. 11-13. (2) This service *(Oeshiki)*

commemorates the anniversary of the death of St. Nichiren, who founded a major Buddhist sect in the 13th century. During the ceremony, a large number of young men, wearing happi coats and carrying paper lanterns, parade. The rhythmic beat of drums envelops huge crowds of up to a million followers. (3) Hommonji Temple, where Nichiren died. (4) Ikegami Station, Ikegami Line, Tokyo.

Nikko's Biggest Autumn Festival

(1) Oct. 17. (2) The Toshogu Shrine in Nikko is dedicated to Ieyasu, the first Tokugawa Shogun. Reflecting his nature, this ceremony has a military flavor: 600-odd youths dressed in helmet and armor parade with a portable shrine in their midst. They pass along the famed cypress-shaded road leading to the shrine. (3) Toshogu Shrine. (4) Nikko Station, Nikko Line.

Festival of the Ages

(1) Oct. 22. (2) This is one of Kyoto's three biggest festivals. Its pageantry is unparallelled as 3,000 men, women and children march in a procession depicting 1200 years of Japanese history. The specific event commemorated is Emperor Kammu's establishment of his court in Kyoto in 794 and his inspection of the new capital. Those in the parade wear the costumes of all periods of Japanese history following the establishment of the capital in Kyoto. Many famous historic personages are represented, and the costumes and accessories are as exactly reproduced as can be. The costumes are displayed in a museum within the Heian Shrine except on this day. (3) Heian Shrine and certain streets in Kyoto. (4) Kyoto Station.

Kurama Fire Festival

(1) Oct. 22–23. (2) Mt. Kurama is a peaceful area just outside Kyoto City. Throughout the night the entire mountain seems to be ablaze as the torches are lit. Torches flare up at many points on the mountainside prior to being carried up and down the slope. The climax is at 11:00 p.m. when a portable shrine is carried down the steep slope for a distance

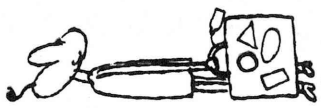
St. Nichiren's Memorial Service

of 300 meters. A huge rope is fastened to the shrine, and women and children pull the rope to slow the shrine's movement while the young men carrrying the shrine work hard at keeping it balanced and moving. (3) Yuki Shrine. (4) Kurama Station, electric train from Kyoto.

Antler-cutting Ceremony in Nara

(1) Saturday and Sunday, mid-October. (2) Several hundred deer roam freely within the precincts of the Kasuga Shrine, as they have done for many years. Since October is the mating season for deer, bucks tend to become wild and uncontrollable. For the safety of visitors to the shrine, the antlers are cut according to an ancient ritual. (3) Kasuga Shrine. (4) Nara Station.

Nikko's Biggest Autumn Festival



How to avoid the rush at exchange counters

Literally thousands of visitors are expected for the Olympic Games in Tokyo this year. The best way to avoid the rush at exchange counters is to convert your money before leaving your country. Bank of Tokyo has outlets all over the world where you can purchase Yen Travellers Cheques. As the saying goes, one shouldn't go anywhere in Japan without Bank of Tokyo Yen Travellers Cheques.

BANK OF TOKYO

Head Office: Tokyo, Japan

CATHAY PACIFIC INTRODUCES THE SPECIAL JAPANESE

歓待サービス

(WELCOME SERVICE)

From the moment you board Cathay Pacific's mighty Convair 880 jet or Electra prop-jet aircraft at Tokyo and Osaka, you are in the experienced hands of delightful Japanese hostesses. As you relax in unparalleled comfort and enjoy superb gourmet foods and wines, your traditionally clad hostess is at hand to look after your every wish. . .

AT ALL CATHAY PACIFIC PORTS!

When you land, at any of the Orient's leading cities, another Japanese hostess awaits you to smooth the immigration and customs formalities. It's her pleasant duty to make Japanese travellers feel at home in a strange city. She has all the required information on accommodation, shopping, theatres, sights to see, local delicacies, customs, festivals. If you need a taxi . . . business address . . . guide or interpreter—Cathay Pacific's Welcome Service can arrange it—at any hour of the day or night.

CATHAY PACIFIC

TOKYO
Cathay Pacific Airways Ltd.
Palace Hotel, 10, 1-chome
Marunouchi
Chiyoda-Ku 212-3526/9

OSAKA
Cathay Pacific Airways Ltd.,
Seiko Building
17, Sonezaki-Shinchi
2-chome, Kita-ku 362-5651/3

KYOTO
Cathay Pacific Airways Ltd.,
C/o Kyoto International Hotel
Nijyo-sagaru, Aburanoko ji
Nakagyo-Ku, Kyōta-shi 23-9171

NAGOYA
Cathay Pacific Airways Ltd.,
Chou Building, 3-46, 1-chome
Nishi-Yanagi-cho Nakamura-ku
Nagoya City 56-2087

FUKUOKA
Cathay Pacific Airways Ltd.,
Shinten Building, 2nd Floor
76-4377
27-380 Ganrin-Cho Fukuoka.

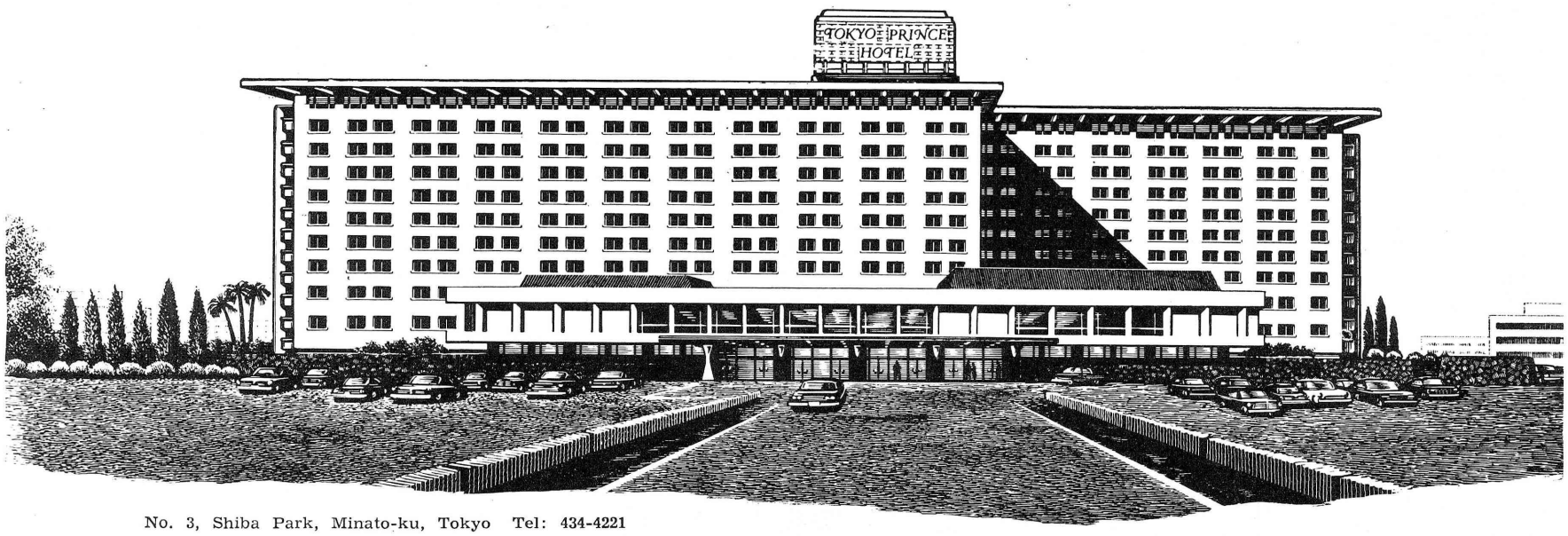
CATHAY

Opens September 1st

Japan's Newest
Tokyo's Finest

TOKYO PRINCE HOTEL

Welcome to the Tokyo Prince Hotel, where quiet congenial surroundings are combined with the personalized service of the Prince Group, one of Japan's oldest hotel corporations. It is conveniently located in the heart of Tokyo, just fifteen minutes from Tokyo International Airport by monorail and a one minute walk from Tokyo Tower. The 14-story Tokyo Prince Hotel has 510 air-conditioned rooms, seven restaurants and grills and a large shopping arcade. Special accommodations include convention facilities for 2 to 2,500 guests. A golf driving range and bowling center are located nearby.
Make your next stay in Tokyo at Japan's newest and Tokyo's finest—the Tokyo Prince Hotel.



No. 3, Shiba Park, Minato-ku, Tokyo Tel: 434-4221

VSP

Very Special Person Service . . . Always
Affiliated with
Western Int'l Hotels, Inc.
Master Hosts U.S.A.

Fujita TOURIST CHAIN

Hotel Kowaki-En in Hakone

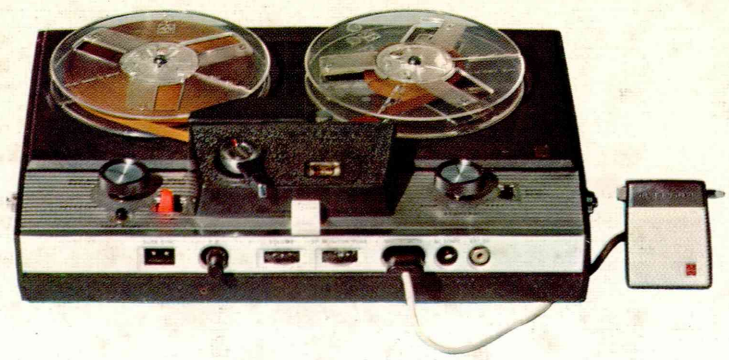
The finest hotel in all Japan is the HOTEL KOWAKI-EN, cited by LIFE magazine as one of the world's outstanding hotels. HOTEL KOWAKI-EN is an year-round hot spring resort in the heart of beautiful Fuji-Hakone National Park. Framed in mountain grandeur, it contains 500 rooms all with natural hotspring baths. In addition, there is a spring-fed swimming pool warm enough for use every day of the year. Surrounding the hotel are 300 acres of landscaped gardens, pleasant mountain meadows. Ask about the fabulous Polynesian Bath, the most outstanding health bath you ever had.

HOTEL KOWAKI-EN

Hakone, Kanagawa Pref., Japan
Telephone : HAKONE 2-2221 Cable : HTLKWK HAKONE

See your local travel agents or reservation & sales offices
New York: 501 Madison Ave. PL 2-5660
Chicago: 10 N. LaSalle St. Suite 752, ST 2-8641
Los Angeles: 1801 Avenue of Stars
Century City 879-0830
Seattle: General Sales Office, Olympic Hotel
Tokyo: Fujita Tourist Enterprises Co., Ltd.
No. 6, 7-chome, Ginza-Nishi, Chuo-ku, Tokyo (572) 0161

Can a parrot start a tape recorder ?



Yes she can, if it's the National* Model RQ-150, the world's first "voice-operated" portable tape recorder.

It's completely automatic. Sound starts it—sound stops it. When you talk, recording begins. When you stop, recording stops. Automatic starting makes this the most flexible tape machine you can buy—for dictation, conferences, and recording nature sounds. Other automatic features? Automatic slide or movie synchronization, automatic dictation and remote operation. Use battery or AC current with an adaptor.

How could Matsushita put so many convenient features in such a little case? It is the result of over 2,500 scientists and technicians working constantly to design new and better products for you. We do not believe in the pursuit of profit alone. We believe that an industrial company, especially one so big as Matsushita Electric, should be concerned in bringing the benefits of technology to everybody. Thus Matsushita conducts more home appliance research than any other company in Japan.

If you are looking for the products that best serve your needs, choose National. You'll see why National is respected and relied on in 120 countries.

National

Japan's Largest Producer of Electronic and Electrical Home Appliances

MATSUSHITA ELECTRIC

*Panasonic in U.S.A. and Canada

JAPAN

Japan Illustrated

The Japan Times *Quarterly Pictorial Magazine*

¥180

1964·VOL.2·NO.4

IN THIS ISSUE:
LIVING JAPANESE DESIGN
KABUKI: JAPAN'S EXTRAVAGANZA

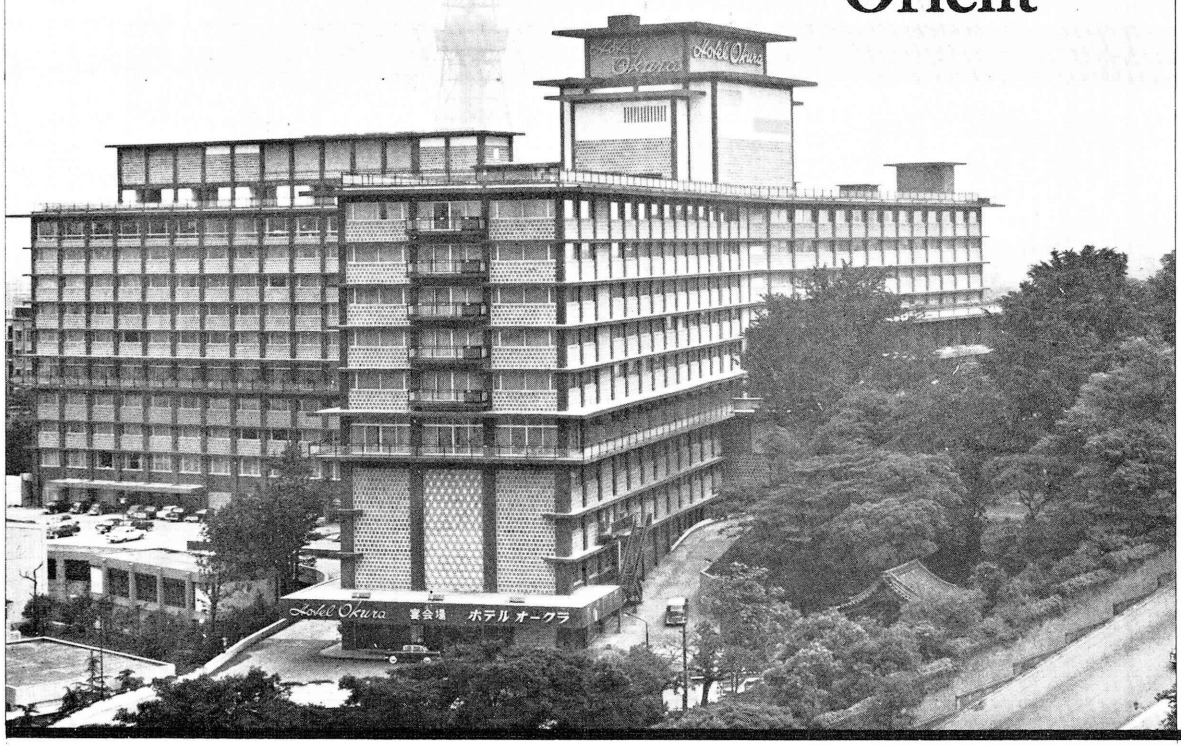
More Comfortable, Closer, Smoother Shaves with the BRAUN Honeycomb Shaving Head

The distinctive honeycomb pattern of the shaving head of the Braun Sixtant protects your skin no matter how tough your beard. Regardless of the angle of the shaver, the filled platinum head glides over your face with new ease and comfort. Braun Sixtant — the finest of all electric shavers.

Braun Sixtant ¥10,600
SM3 ¥8,600

Imported by Braun Electric Japan Ltd.
Sole Agent: K. Hattori & Co., Ltd.
Braun Department

The Pride of the Orient



Hotel Okura elegantly symbolizes centuries of Japanese culture, enhanced by the modern inventiveness of the west. With Mt. Fuji as a background, The Okura is advantageously located in the heart of Tokyo, opposite the United States Embassy. Impeccably styled, air-conditioned guest accommodations include radio and television, of course. Cuisine is international, and lavishly served in a choice of atmospheric restaurants. Unusual luxuries include a Japanese Spa, Turkish Bath, Tatami Rooms facing a Japanese garden. Room Rate: Twin from $12.30

THE OKURA OFFERS:

- **550 luxurious air-conditioned guest rooms with private bath.**
- **2,500 seating capacity Banquet Hall with International Conference facilities.**
- **30 Banquet and Meeting Rooms.**
- **500-car Garage.**
- **6 exquisite restaurants, each with a superb International cuisine.**
- **Starlight Lounge.** ***Men's Bar.**
- **Admirable headquarters for businessmen.**
- **Magnificent Swimming Pool.**

Hotel Okura

The Distinguished Hotel of Tokyo
Iwajiro Noda, President & General Manager
ADDRESS: 3 Aoi-cho, Akasaka, Minato-ku, Tokyo, Japan
TEL: 582-0111
CABLE ADDRESS: HOTELOKURA TOKYO

Newly Opened, and Already the Convention Center of Tokyo

This is the new Tokyo Prince Hotel, Tokyo's most completely equipped convention center. Situated in Shiba Park at the foot of Tokyo Tower, the Tokyo Prince Hotel is just five minutes from Tokyo Central Station by automobile and fifteen minutes from Tokyo International Airport by monorail. It is convenient to shopping, amusement and other centers of interest in the city.

Large conventions are held in Providence Hall. In addition to holding 1500 people Providence Hall is equipped with industrial television broadcasting facilities, two stages, 300 mm slide and 16, 35 & 70 mm movie projectors and equipment for simultaneous translation in seven languages. Sunflower Hall accommodates 500 with equipment for simultaneous translation in five languages. When three adjoining rooms are opened, the capacity of this giant hall is increased to 3,000.

For conferences, the Tokyo Prince Hotel also has ten smaller halls, capable of accommodating 20 to 500 people. Other facilities include restaurants, serving Western dishes and Oriental specialities, and 510 air-conditioned guest rooms, each with bath.

May we assist you with convention arrangements in Tokyo? Call or write for further information.

PRINCE HOTELS

TAKANAWA PRINCE HOTEL
AKASAKA PRINCE HOTEL
AZABU-PRINCE HOTEL
HANEDA PRINCE HOTEL
YOKOHAMA PRINCE HOTEL
GEIHIN-KAN

TOKYO PRINCE HOTEL

No. 3, Shiba Park, Minato-ku, Tokyo Tel: 434-4221 Cable: HOTELPRINCE

Japan Illustrated
Vol. 2, No. 4, October 1964

CONTENTS

Living Japanese Design 3

Never The Same, Always Beautiful 31

Kabuki: Japan's Extravaganza 47

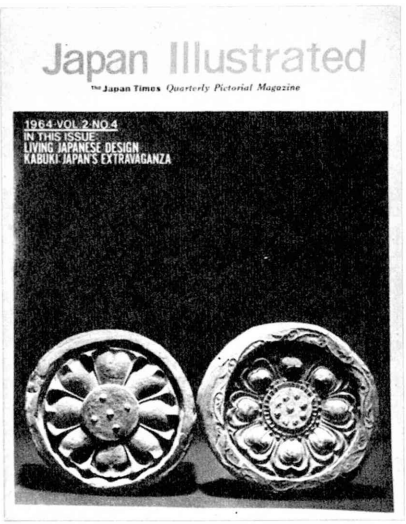
Miss Teruko Tsuji:
Bakes Pots To Serve Thousands 28

The Appearance Of The Tones Of Autumn 40

Best Of Japan
As Recommended By Noted Personalities
Michiro Uchiyama, Origami King
—Sori Yanagi 43

Paradise For Putterers
—John Randolph 45

Photo Credits: Nobuaki Fukui, Michio Noguchi, Japan Architect magazine



Cover Photo: A Kokubunji tile from the collection of woodblock artist Unichi Hiratsuka. During the Nara Period, Emperor Shomu decreed that Buddhist temples (kokubunji) were to be erected throughout the land. This tile is from the temple erected at Musashi, near Tokyo, 1200 years ago. Photo: Nobuaki Fukui.

Published by

The Japan Times, Ltd.

President: SHINTARO FUKUSHIMA

HEAD OFFICE: 1, 1-chome, Uchisaiwai-cho, Chiyoda-ku, Tokyo, Japan . . . . . Tel. 591-5311
OSAKA OFFICE: Yodoyabashi Bldg., 34, 1-chome, Nakanoshima, Kita-ku, Osaka . . . . . Tel. 202-3591
YOKOHAMA OFFICE: Kaiyo Kaikan Bldg., 1, 1-chome, Kaigandori, Naka-ku, Yokohama . . . . . Tel. 20-8488

DOMESTIC PRICE
¥180 (postage ¥50) per copy, Subscription Rate:
1 year: ¥720 (postpaid), 2 years: ¥1,440, 3 years: ¥2,160
OVERSEAS PRICE
90 ¢ per copy (postpaid), Subscription Rate: 1 year: $3.50
(including seamail cost), 2 years: $6.50, 3 years: $8.75
* AIRMAIL POSTAGE EXTRA *

LIVING JAPANESE DESIGN

BY MARTIN COHEN

Junidanya restaurant, Kyoto

Japan's finest...
and one of the world's truly great hotels

A traveler can stay almost anywhere in Tokyo if a roof over his head is all he wants. He can have glass and chrome and sterile coldness. Or he can sleep on the floor and have "natural" air conditioning . . . plus mosquitoes.

But if he is one of those discerning travelers who prefers the unique combination of gracious, personal service and warm, charm-filled atmosphere, he will choose the Imperial Hotel.

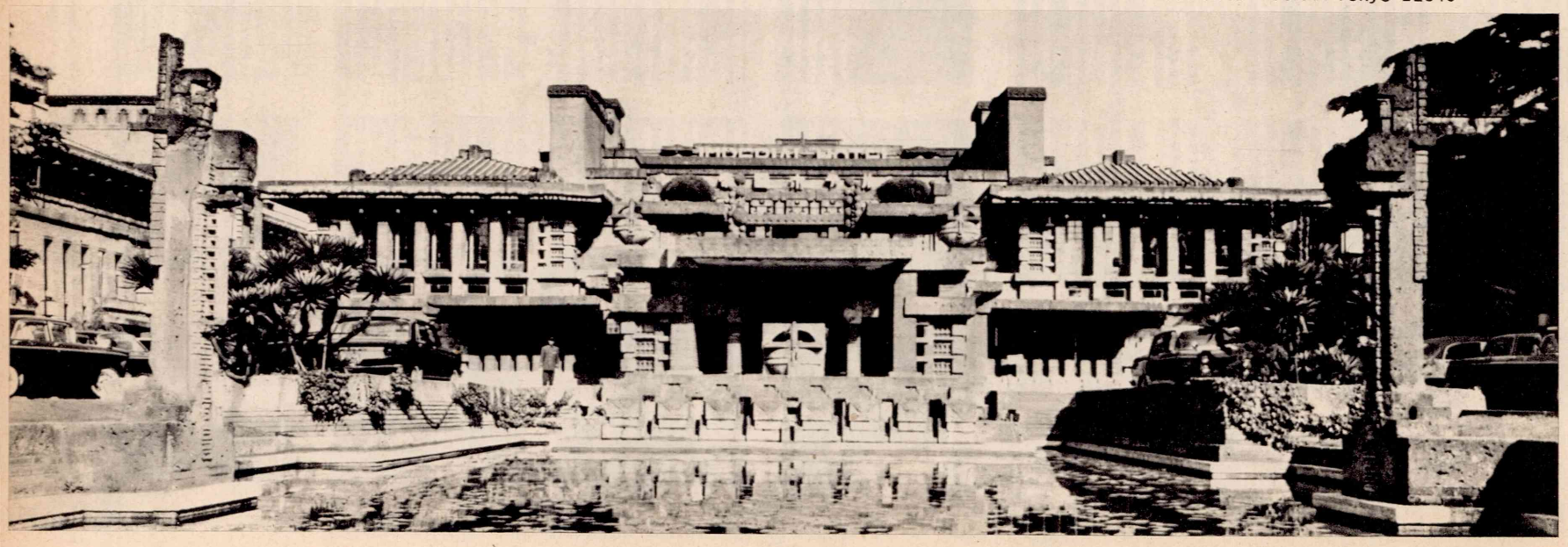
For the welcome he receives at the Imperial harks back to the days of the Emperor Meiji. He is a guest, not a customer, to us. Of course, he will find all the modern conveniences he'd expect.

Superb cuisine, relaxing bars, meeting facilities, shopping arcade, central location . . . these are just a few. In either the Original or the New Building, the Imperial is the hotel that makes people feel at home.

900 rooms and suites, 7 restaurants, 4 bars, complete facilities for international conventions, luxurious Peacock Room for 650 dinner or 2,000 cocktail guests and smaller banquet rooms, shopping arcade, travel agencies and airline offices

IMPERIAL HOTEL, TOKYO

T. INUMARU, President & General Manager
Cable Address: IMPHO TOKYO Tel: 591-3141 Telex: Tokyo 22346



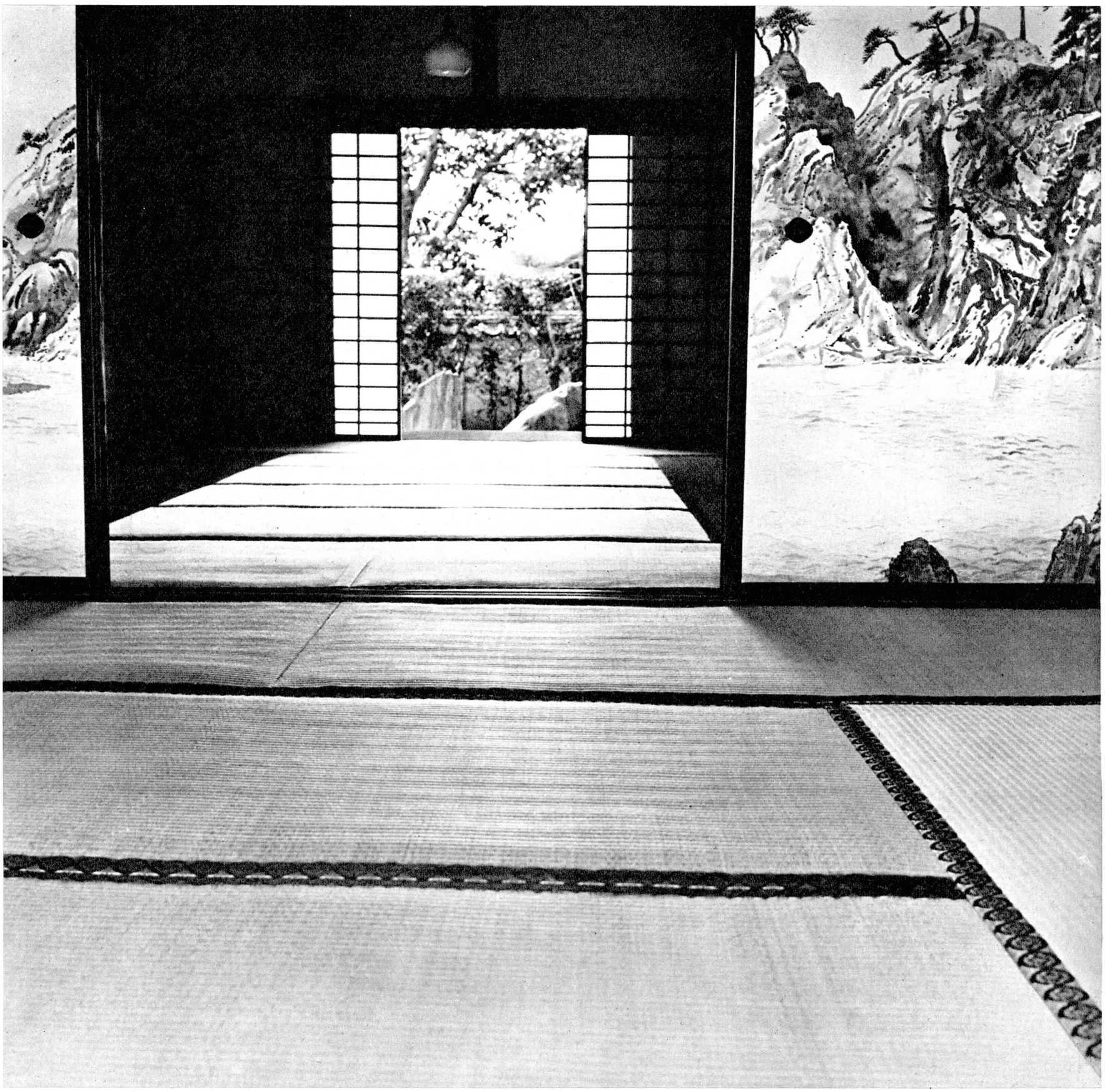
In no country have the fine and applied arts been closer to daily life than in Japan. This is, basically, one of the most important lessons Japanese art holds for other countries.

Due to the increases in export-import trade, the number of people visiting Japan every year and the dissemination of information about Japanese design through the mass communications media and cultural exchange programs, Japanese design is receiving more attention annually. This interest in Japanese design has two opposing aspects. At first, and to some extent even today, its appeal resided in its exotic qualities and the way that it differed from Western design. More recently, emphasis has shifted to the affinity of much of traditional Japanese design with contemporary design. In both instances, Japanese design has influenced that of the West. At the same time there have been forces at work in the opposite direction, as Japanese design came to be influenced by that of the West. There are also instances of Japanese design's being influenced by foreign conceptions of what Japanese design is, resulting in what is sometimes termed "Japonica."

What, then, is Japanese design and what is its place in the life of the Japanese people?

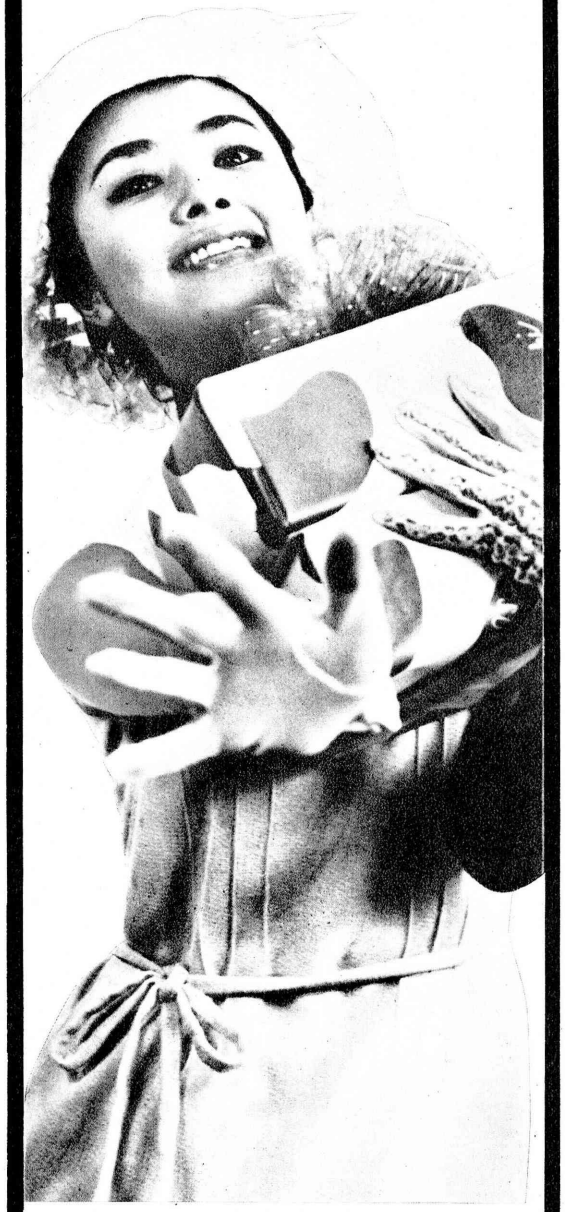
To answer these questions, photographs of selected examples of Japanese design were made and reproduced here. The approach has been from the point of view of five design components: form, pattern, color, texture and space. In selecting the examples presented, other than qualitative considerations, museum pieces have been excluded, and the objects, rooms and buildings shown are very much a part of life in Japan today. Selection of the examples is to some extent necessarily arbitrary; a bowl selected because of its form, for example, also has texture and color.

The paintings on the fusuma sliding panels of this Zen temple were made in 1961, the same time that the garden was constructed. Both garden and paintings depict rocky seashores and islands. Those of the garden are the Fairy Islands of Chinese legends while those of the interior are Korean. Both rooms are so decorated, uniting interior and exterior.



Zuihoin, Kyoto

Mitsukoshi—— Where Old Japan Joins Modern Shopping Ease



Telephone
TOKYO 270-3111, 241-3311
■ MAIN STORE
1-7, MUROMACHI, NIHONBASHI,
CHUO-KU, TOKYO

THE LEADING DEPARTMENT STORE IN THE ORIENT

MITSUKOSHI

THE "TENNYO" STATUE
〈THE GODDESS OF SINCERITY〉
by Gengen Sato
A modern masterpiece of carving executed in traditional style
CENTRAL HALL / NIHONBASHI MAIN STORE

Japanese houses are built primarily for comfort during the month-long rainy season and the hot, humid summer months which follow. Accordingly, sections of the outer walls are actually sliding panels. When moved aside, they reveal the garden, seen in a rectangular frame as if it were a painting. This close relationship between interior and exterior has become evident in the works of many foreign architects, partly as a result of Japanese influence and partly due to the development of building techniques which permit the use of thin columns and large areas of glass. In many instances, the view of Japanese gardens is planned so as to actually resemble a painting. Among the design techniques related to the space of gardens is that of "borrowed scenery" whereby a distant view is incorporated into the view.

The Japanese word for home, katei, is written with the Chinese-derived characters for house and garden. Largely due to the climate, Japanese architecture has been open in character. The extensive use of glass, as in this modern example, helps maintain the unity of house and garden.

Private residence

In this interior, tatami have been replaced by parquet and a carpet, but activities are still closer to the floor than in Occidental homes. Under the center table is a recess permitting people to sit with their feet before them, much as if they were seated in a chair. The division of space of the classic tokonoma is echoed in the wooden cabinet, and the regular pattern of shoji sliding doors is transformed into the pattern of concrete blocks.

Private residence

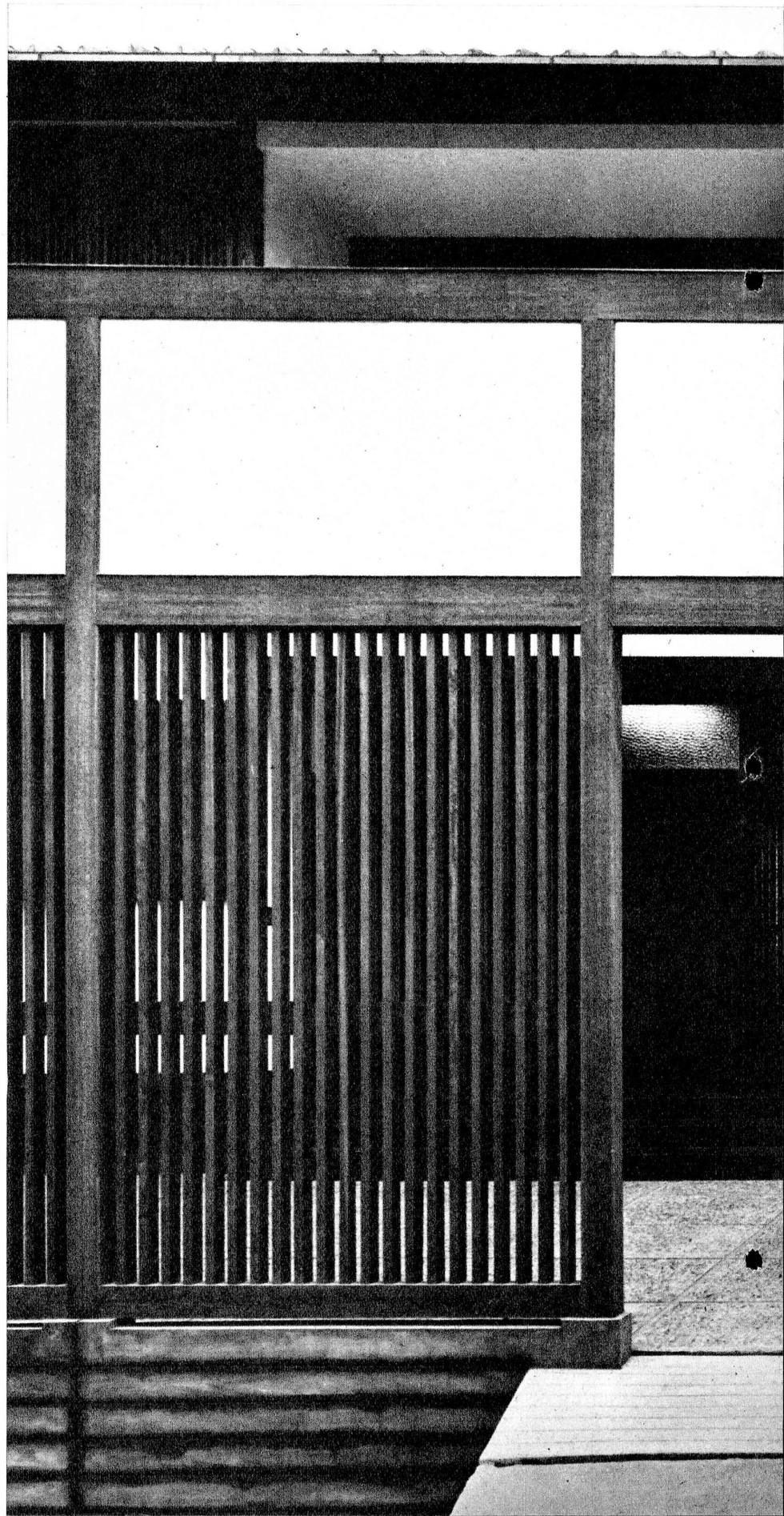
The Blooming State of Japan's Economy!

Japan's economic condition is now in full bloom. And behind this, is the Sanwa Bank, rendering its reliable banking services and facilities, whenever and wherever needed. The challenges of tomorrow, will require firm and well determined decisions. And you'll find the Sanwa Bank then, just as now, advising, assisting and contributing towards a continuous full bloom.

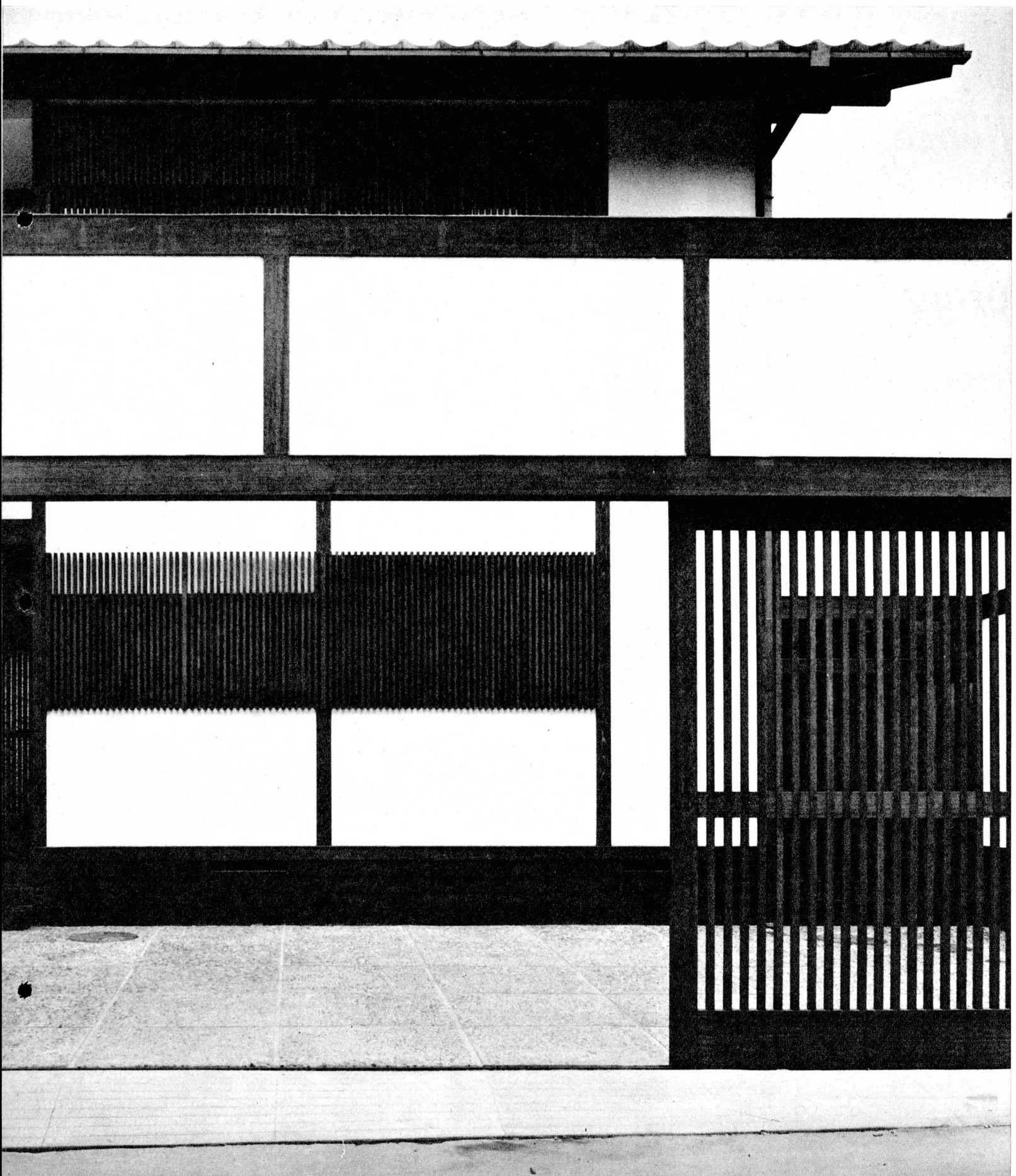
THE SANWA BANK LTD.

HEAD OFFICE: OSAKA
JAPAN: 190 BRANCHES

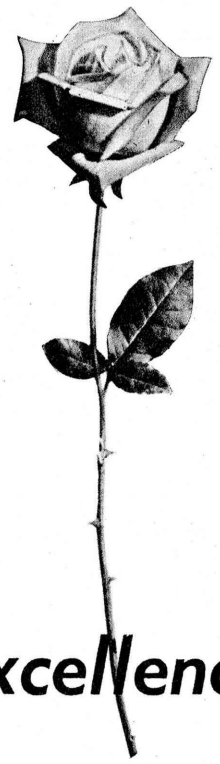
OVERSEAS: LONDON, NEW YORK, SAN FRANCISCO, HONG KONG



The facade and entrance of this private house is noteworthy in that there is just the right amount of variety to prevent the rectangular composition from being monotonous. The repetition of the vertical grill in three planes—the gate, the windows and the door—intensifies the experience of entering the house, making this simple act more interesting.



Private residence



Excellence Guaranteed Assuring Warmer Friendship

The Following Services Are Available

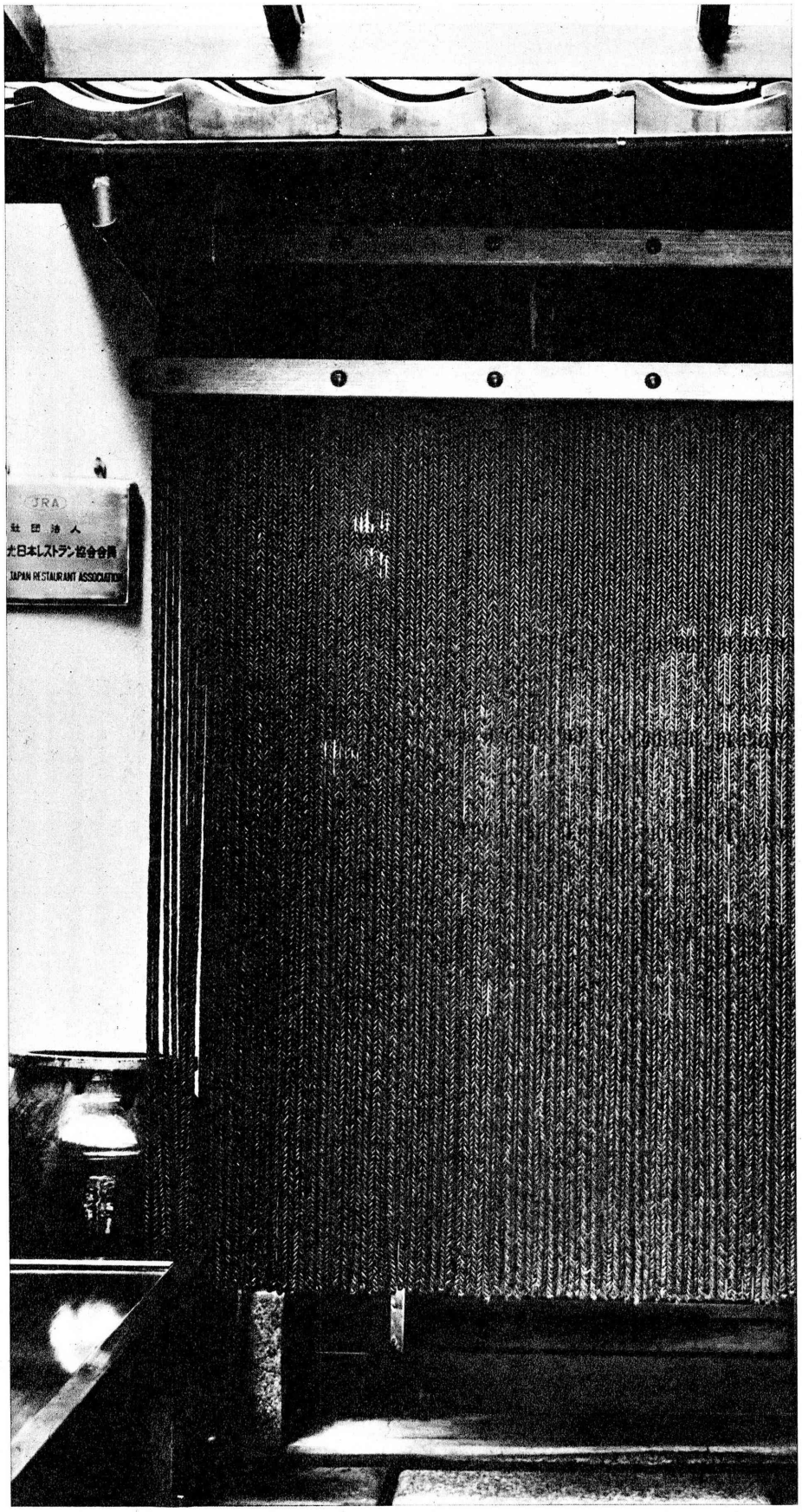
- Foreign language speaking shopping guide
- Diners' Club & AMEX credit cards
- Foreign currencies exchange
- Overseas shipment service

Member of Intercontinental Group of Department Stores

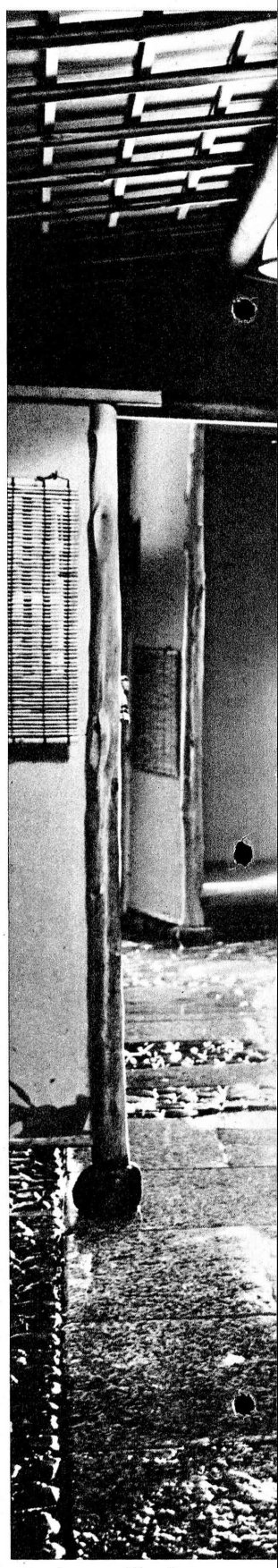
Takashimaya

TOKYO • OSAKA • KYOTO • YOKOHAMA • NEW YORK

The use of materials with outstanding textural qualities occurs in many places, often unexpectedly. Thus, at the entrances to many restaurants and bars one may find rope curtains in place of the usual cloth ones.

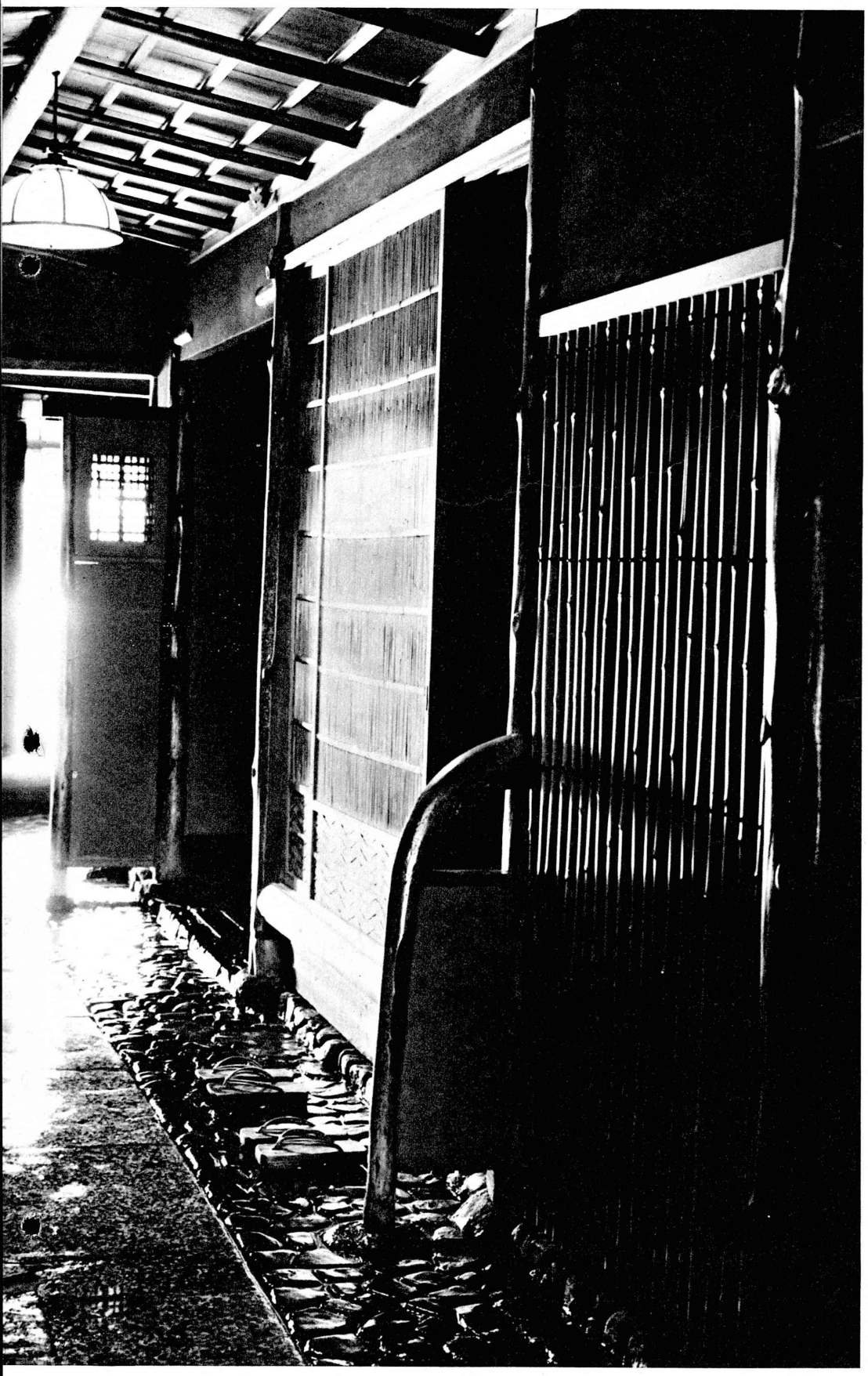


Junidanya

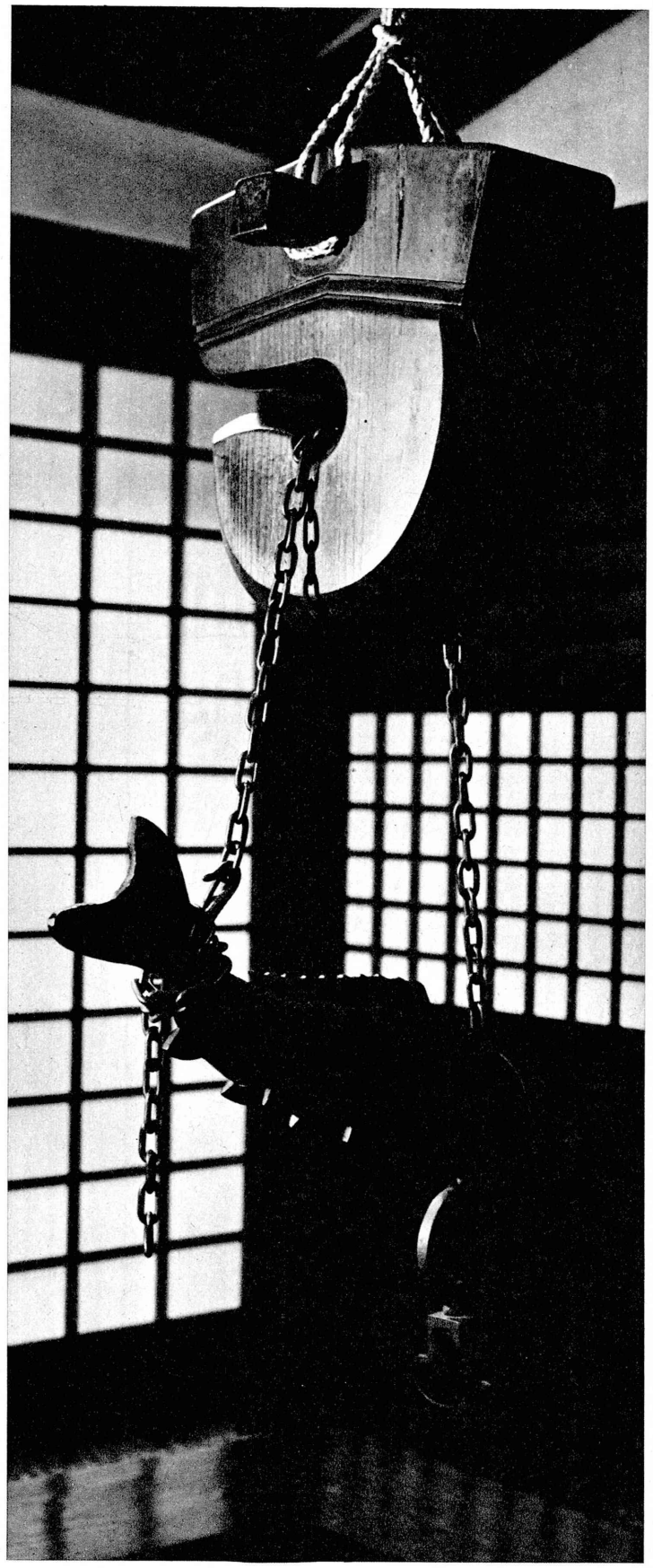


Toriyasa, Kyoto

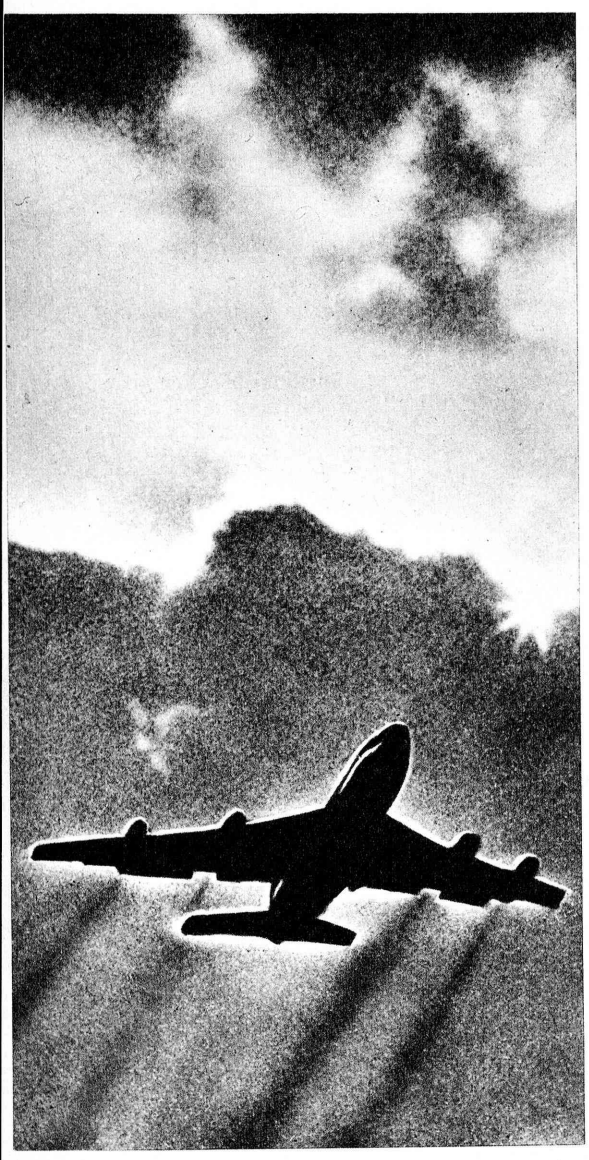
The multiplicity of textures in this restaurant hallway accentuate the slight variations in the room's dimensions, thereby increasing the apparent size of the hallway. The several uses of bamboo, as a wall, sliding door and window shade illustrate the flexible design potential of this material.



This heavy, solid pothook of carved wood originally hung in a farmhouse. It is now in a Kyoto restaurant, its weight contrasted by the background of shoji screens.



Junidanya



That wonderful Pan Am feeling

It's a feeling reserved for travellers who choose Pan Am. Wherever they go—the U.S.A., Europe, Africa, the Caribbean, Central or South America, Asia, throughout the Pacific or 'Round the World—travellers feel *better* because they're flying Pan Am. No Wonder. Pan Am is the World's Most Experienced Airline.

Pan Am's Experience means more to them—and to you than all that we or anyone else can offer you on a Jet trip.

It means more than the convenience of hundreds of Pan Am flights linking major cities of the world, more than cuisine by *Maxim's of Paris* and matchless cabin service.

It goes much deeper than the fact that Pan Am's flight and maintenance crews are trained to the highest governmental standards in the world.

It goes far beyond the fact that Pan Am can be *your home away from home*, where you can get travel help in 900 offices throughout the world.

It has everything to do with your frame of mind—the *good* feeling that's yours when you know that you've chosen to fly the very best there is: the World's Most Experienced Airline.

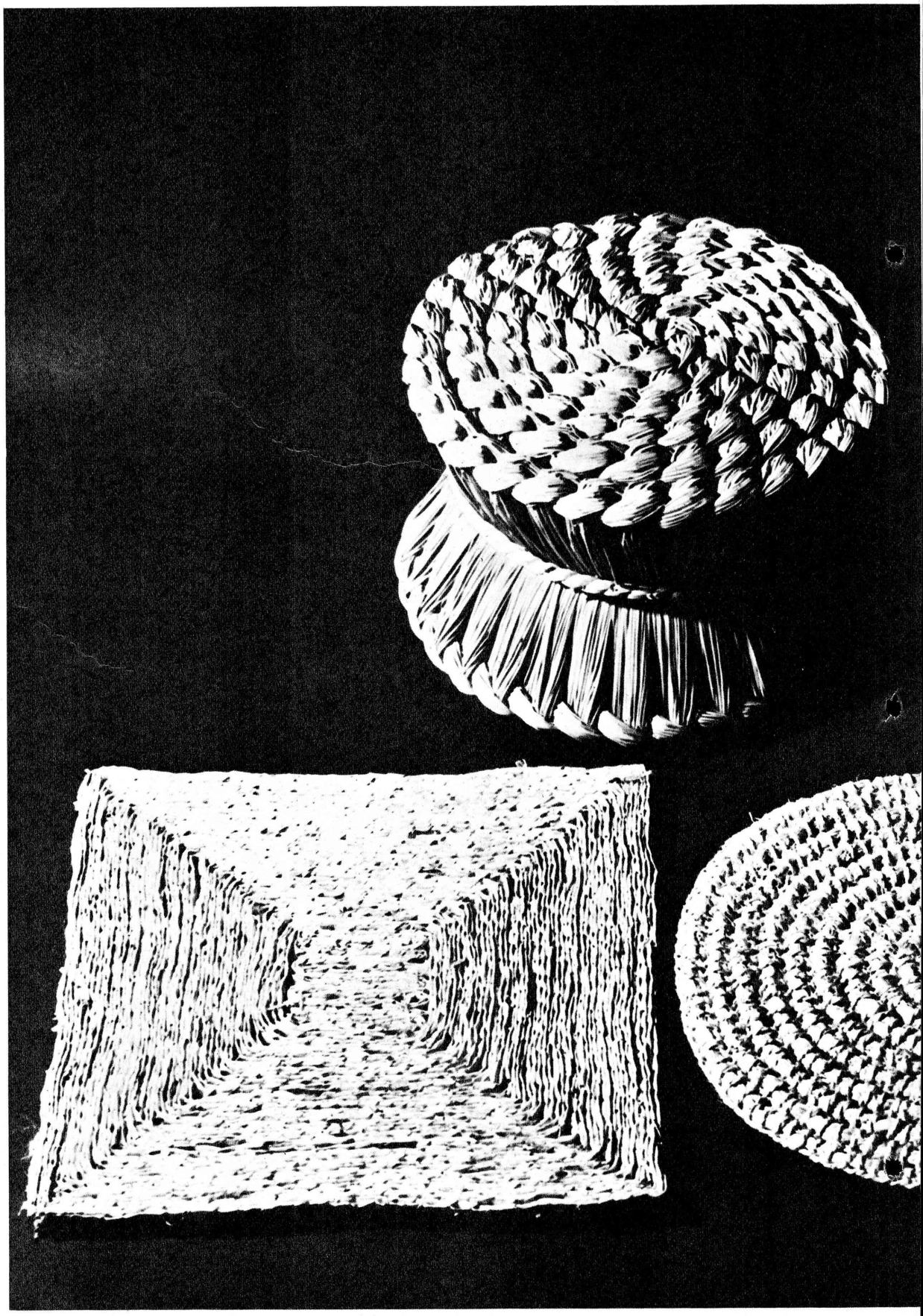
Tokyo: 211-2441, Mitsubishi Shoji Bldg.
Osaka: 202-0061, Osaka Grand Hotel
Nagoya: 57-6006, Dai-Nagoya Bldg.

PAN AM

You're better off with Pan Am—world's most experienced airline

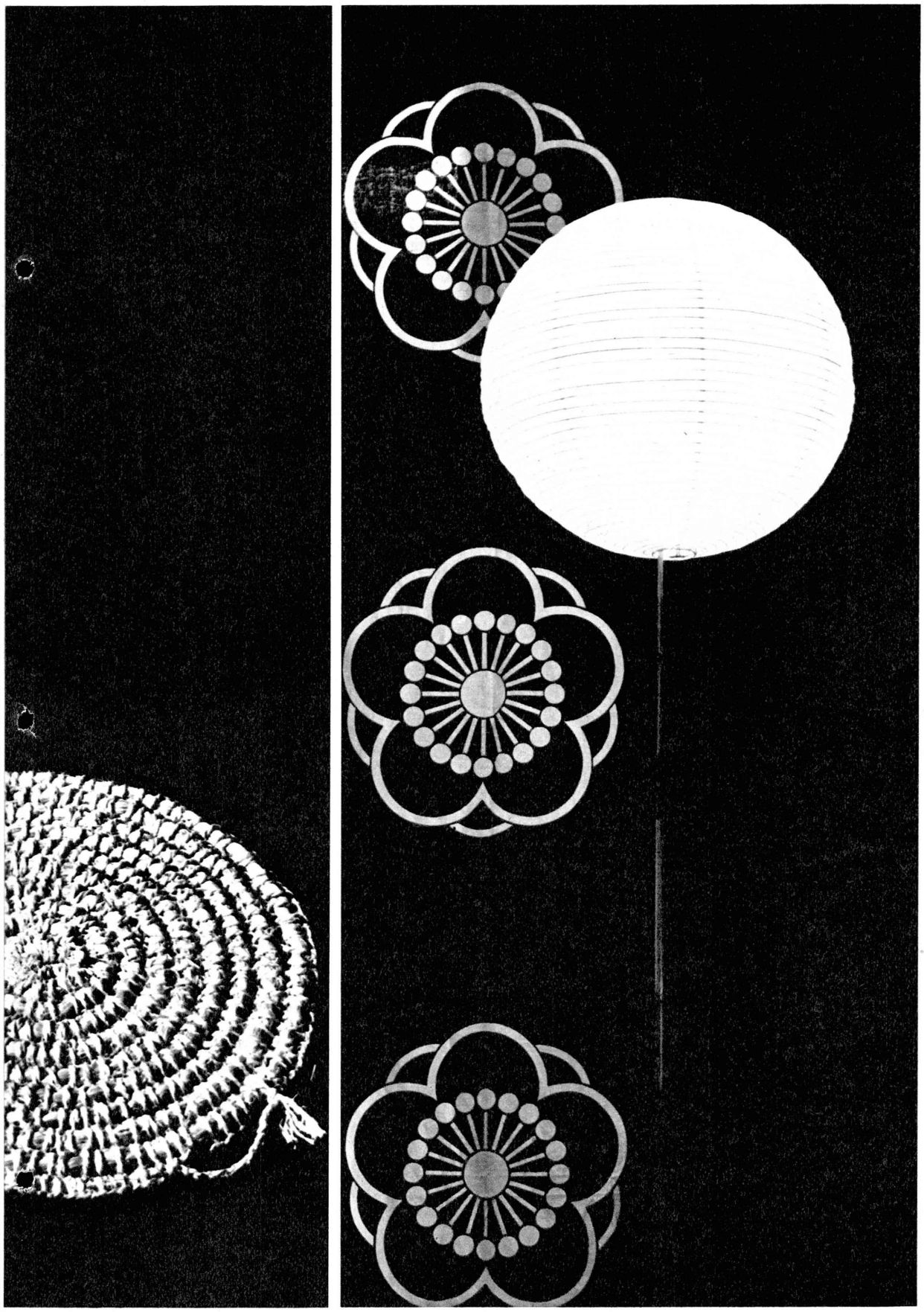
FIRST ON THE PACIFIC... FIRST ON THE ATLANTIC...
FIRST IN LATIN AMERICA... FIRST 'ROUND THE WORLD

Straw, often used in combination with bamboo sheaths, or split bamboo can be woven to make a wide variety of articles. Clear and interesting patterns as well as pleasing textures are inherent in these materials. Shown are a hassock, cushion and floor mat.

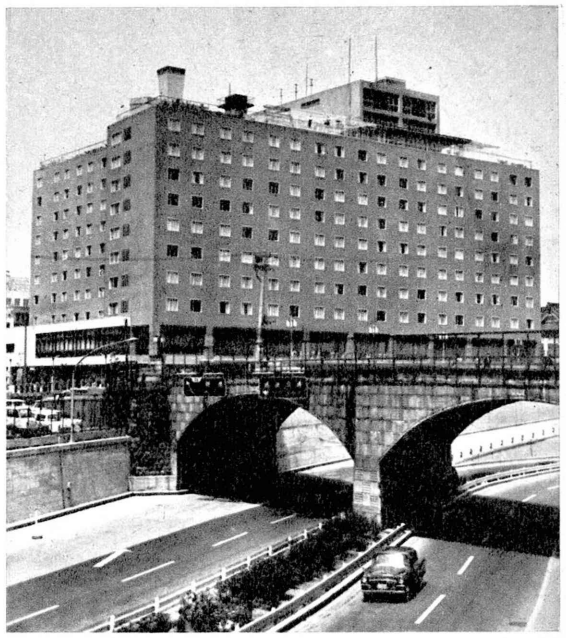


Takumi Craft Shop, Tokyo

The lightness of this lamp is appropriate not only in modern settings but also in Japanese homes, where the traditional materials have been those of Nature—wood, bamboo, paper. Behind the lamp is a cotton curtain decorated with a family crest.



Matsuya Dept. Store, Tokyo



Tokyo, Japan

GINZA TOKYU HOTEL

GINZA TOKYU HOTEL is located in the center of the glittering, glamorous Ginza—center of shopping and entertainment in the world's largest city.
450 completely sound-proofed, air-conditioned rooms, all with private bath, shower, radio and every modern facility to ensure a pleasant stay.

TARIFF

Single	$ 5.60 up	Double	$ 9.80 up
Twin	$ 9.80 up	Suite	$47.50 up

Tokyu Hotel CHAIN

SHIMODA TOKYU HOTEL

A beautiful contrast between the deep blue sea with its flashing white spray against brilliant sunshine. Enjoy soothing Hawaiian mood at the Shimoda Tokyu Hotel.
Shimoda-machi, Shizuoka
Tel. (Shimoda) 1270

HAKUBA TOKYU HOTEL

A magnificent alpine-style hotel located on the outskirts of the Northern Japan Alps. Ideal for skiing, for mountaineering, and for hiking—in all four seasons.
Hakuba-mura, Nagano Pref.
Tel. (Hakuba) 150-1

KARUIZAWA TOKYU HOTEL

Our international summer resort at Karuizawa. Mt. Asama's active volcano is part of the majestic panorama.
Karuizawa-machi,
Nagano Pref.
Tel. (Karuizawa) 3061

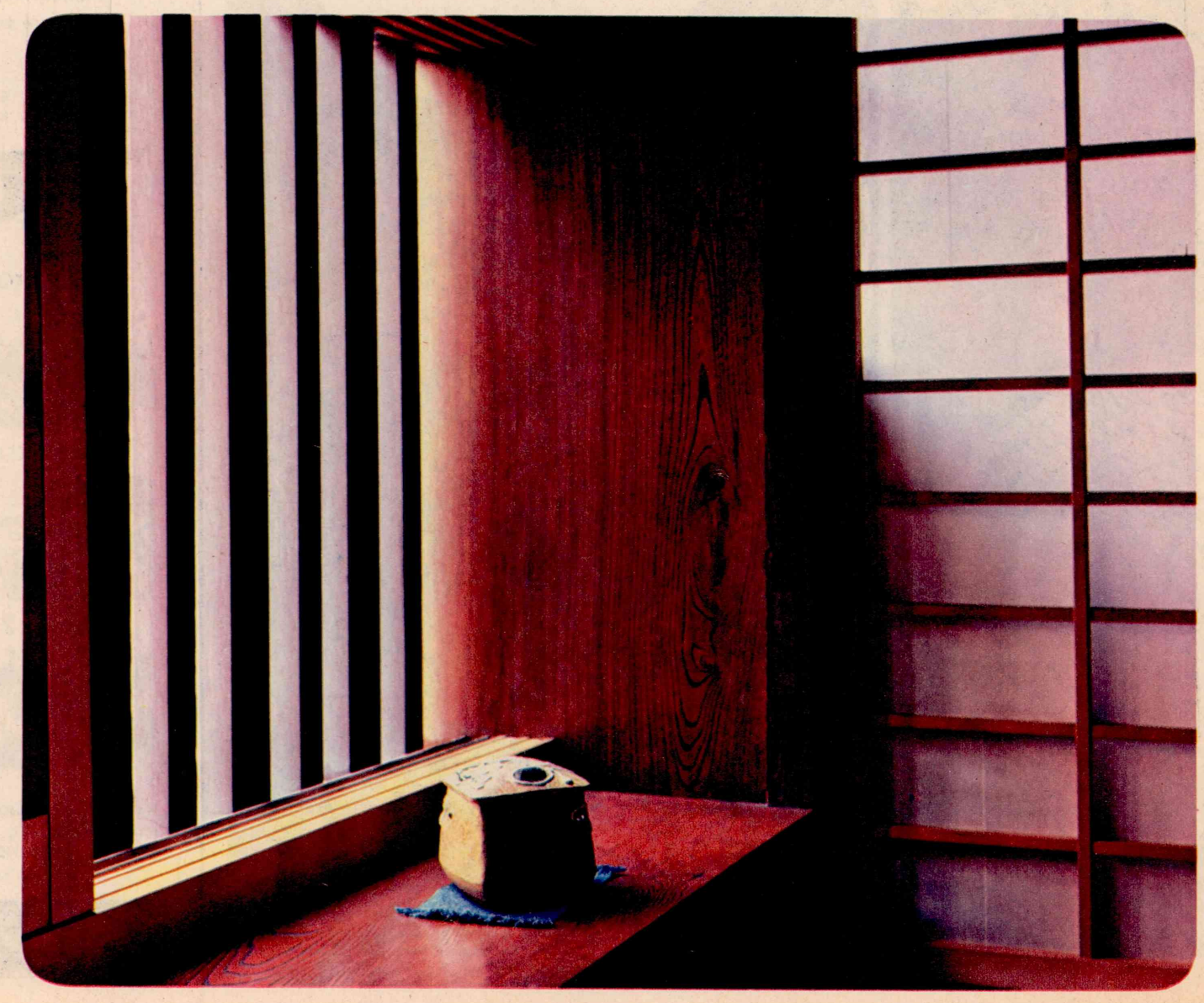
HANEDA TOKYU HOTEL
IMAIHAMA TOKYU HOTEL
RYUKYU TOKYU HOTEL
(Okinawa)

YOKOHAMA TOKYU HOTEL
HOTEL SUIHOKAKU
AMBASSADOR HOTEL
(Taipei)

Information & Reservation
Tel: (Tokyo) 541 2411. (Osaka) 231-5505
Cable: TOKYUTEL Telex: 22 601

Takumi Craft Shop

Interior space in Japanese buildings often presents a clear, almost rigid composition of straight lines. This, combined with the relative scarcity of clutter and furniture in well-kept rooms, means that anything placed in the room as an ornament or for more functional uses automatically acquires greater importance. Thus, the selection of the ceramic article to be placed on the broad windowsill becomes becomes more difficult, and more important.

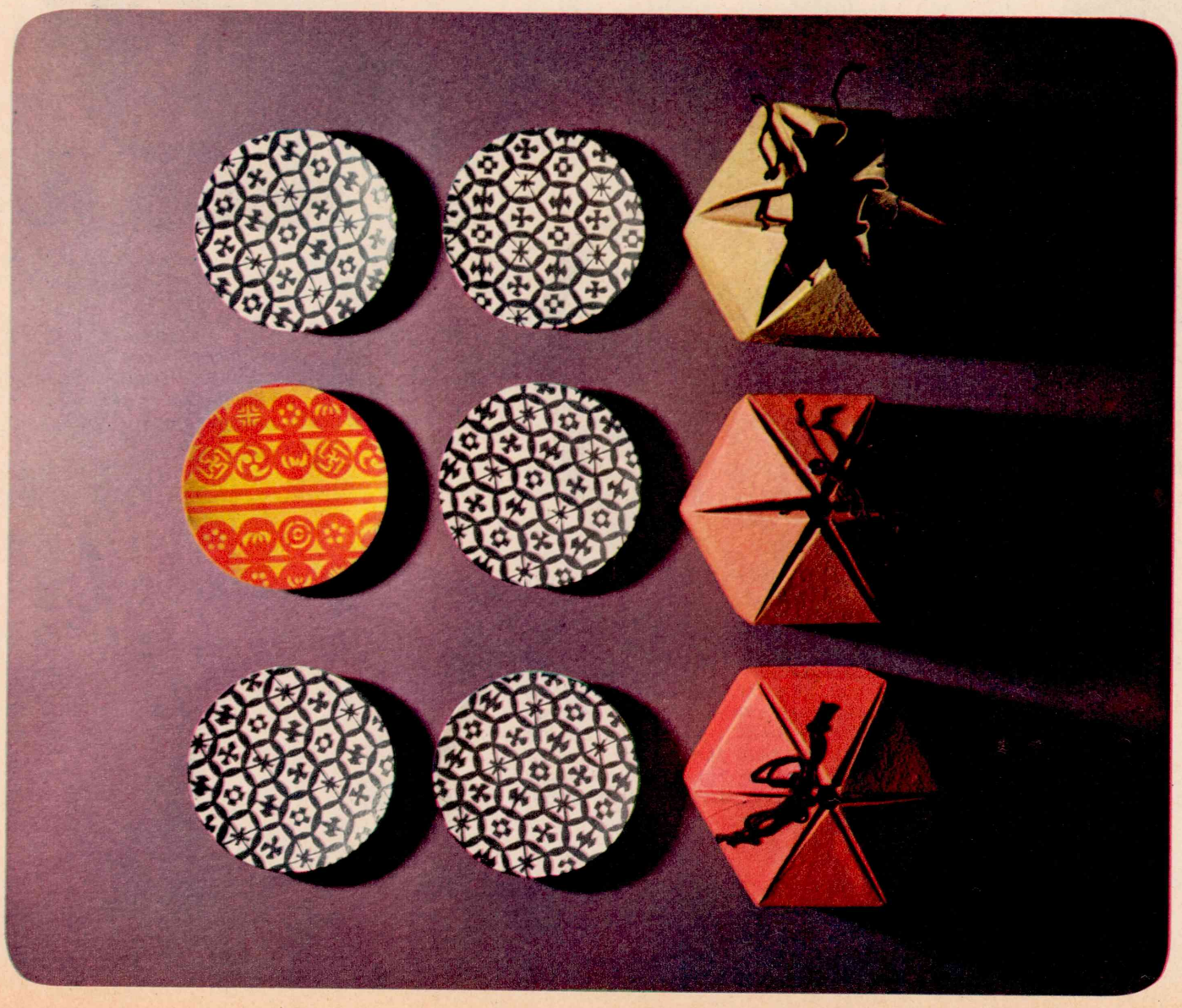


Junidanya

Takumi Craft Shop

Despite the introduction and increasing popularity of synthetic dyes and colors, colors made from vegetable dyes and the natural colors of materials continue to be held in high esteem. In many instances these colors are accentuated by functional applications of lacquer, or in the case of the chest, iron hardware. The chest's design is doubly advantageous in that storage units of different size are provided while the varied pattern of panels, hardware and drawers presents a rich variety which the eye cannot tire of.

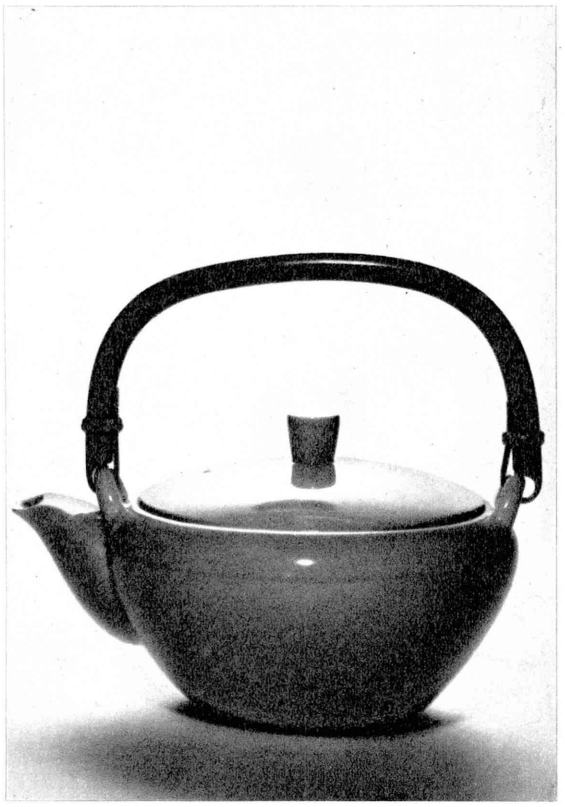
One scholar of Japanese art and design has noted that "Everything done or used in life was a possible means of decorative expression." Although decorative design necessarily takes second place to such things as sculpture and monochrome ink paintings, it is worthy of our notice in its own right. It often seems that in terms of both variety and extent of use decorative design in Japan leads that of other countries. The coasters here have representative Japanese designs which have been repeated over and over to make a pattern.



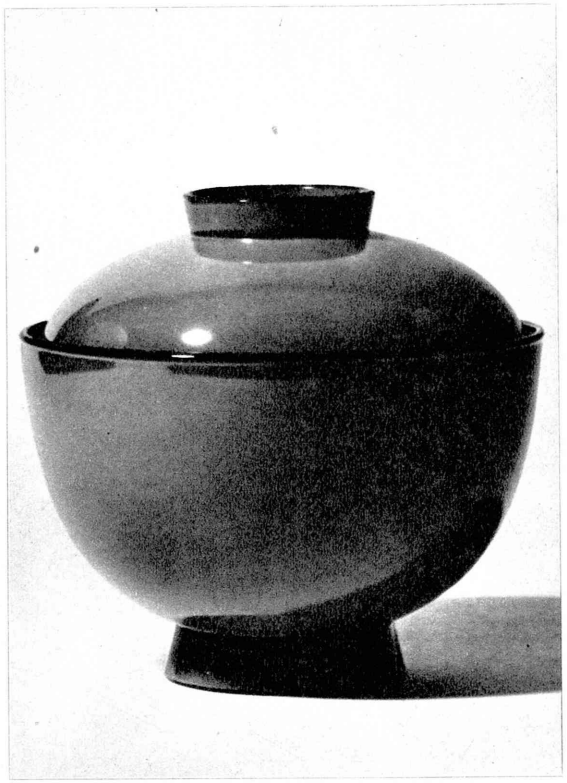
Takumi Craft Shop

Many department stores feature Good Design Corners where articles such as these are exhibited. From the left, a wooden tray, porcelain teapot, lacquer bowl for vegetables (with cover), serving trays of lacquer and wood and a lacquer soup bowl (with cover). It is considered highly unlikely that any change in the forms of these household articles would result in an improvement in either appearance or functionability.

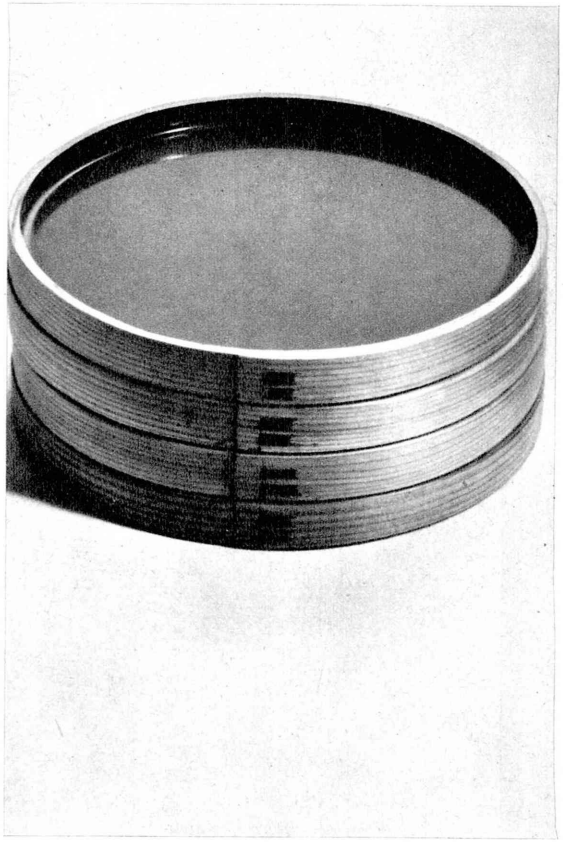
This wooden fruit or salad bowl has an irregular grain pattern but has been sanded and rubbed so that its surface is as smooth as glass, making for easy cleaning. Maruzen, Tokyo.



There is more design in this teapot than one would think. In addition to its smart appearance, it has a no-drip spout, the handle is high enough so that the pot is easy to handle and the top opening is large enough to permit easy cleaning. Matsuya Dept. Store, Tokyo.

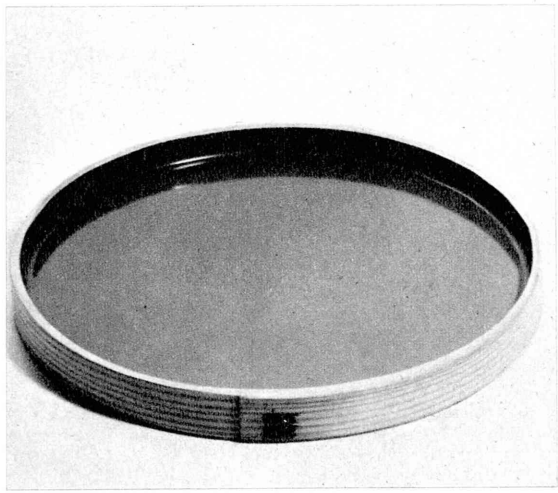


The light, simple taste of Japanese food is especially at home in lacquerware such as this soup bowl. The lid fits snugly into the bowl, making an air-tight seal which keeps the soup from cooling off too quickly. Matsuya.



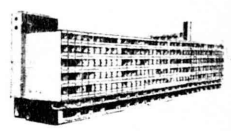
This type of bent-wood and lacquer con-construction was first used for lunch boxes and was one of the famous regional handicrafts of Akita Prefecture. Today, trays and containers of all kinds are made in this fashion, using red, green and black lacquer. Matsuya.

Similar to the soup bowl, this container for vegetables is shallower. In both cases, the lid is made with a foot which enables one to neatly place it, upside-down, on the table while eating. Maruzen.



THE LARGEST CHAIN OF DEPARTMENT STORES IN THE ORIENT

OSAKA



TOKYO

KYOTO

KOBE

■ OVERSEAS AFFILIATES :

THAI DAIMARU
*Opening December 1964

HONG KONG DAIMARU

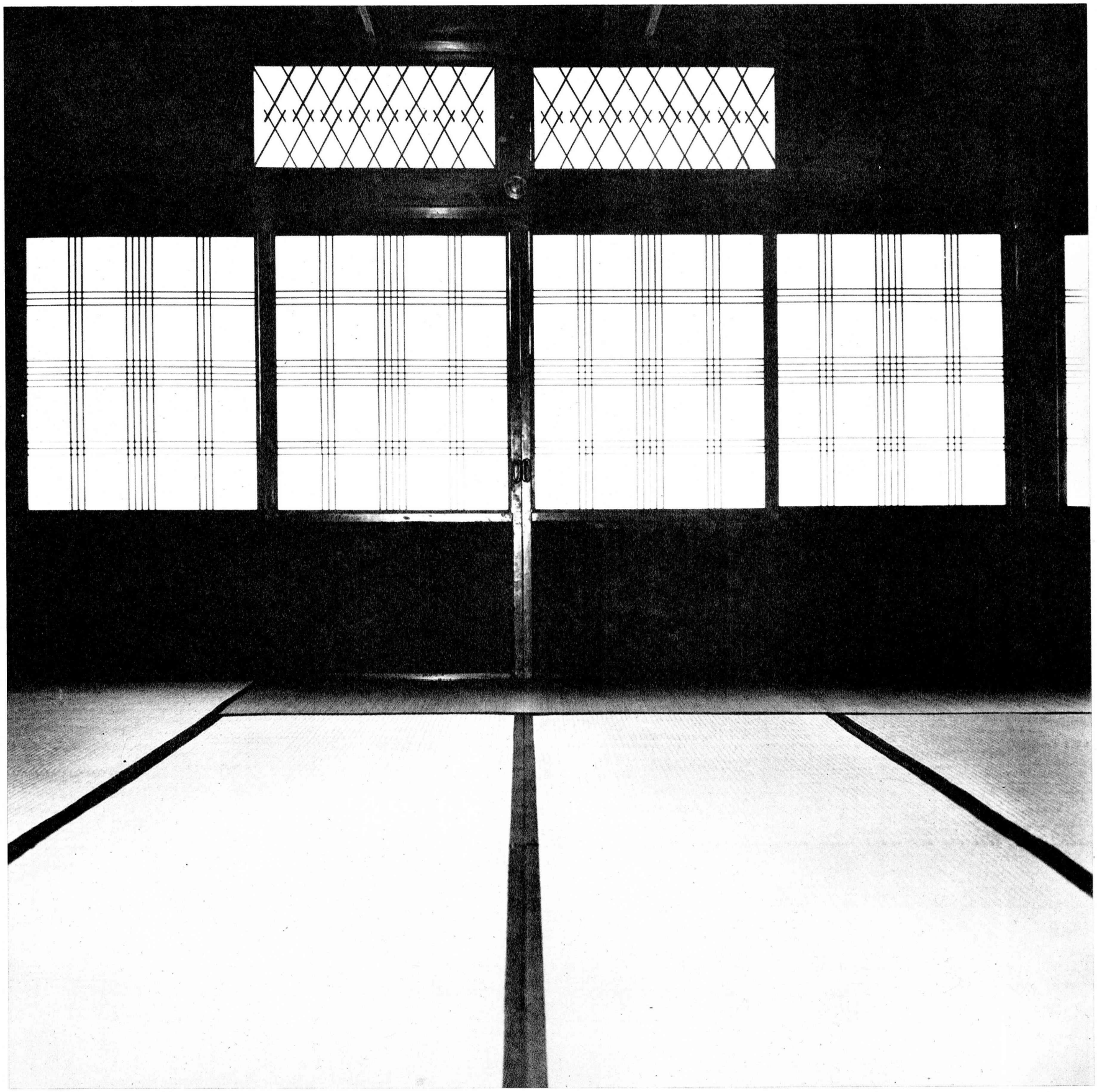
■ SUBSIDIARY STORES :
HAKATA • SHIMONOSEKI • KOCHI • TOTTORI
BESSHI

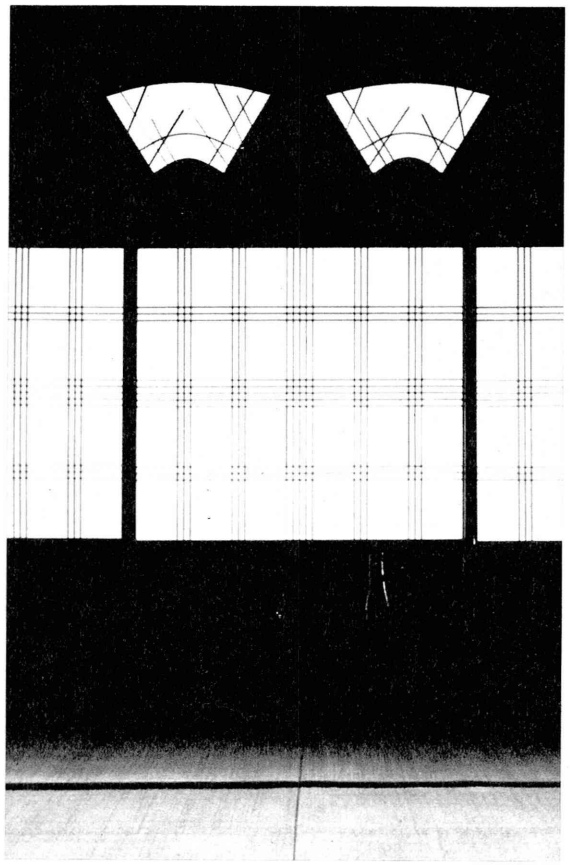
Welcome to Daimaru. Daimaru (250 years old) knows all that's best of traditional Japan. Offers you a superb blend of both old and new. So come in and see us today. For now Daimaru opens in temple-studded Bangkok this December. Wise travellers already know our famous Hong Kong location.

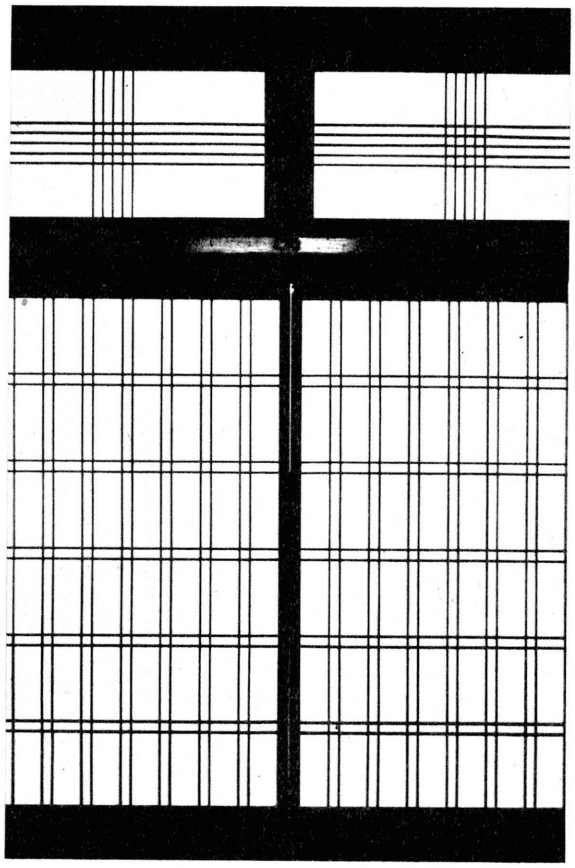
And, further, we have a happy customer exchange agreement with Macy's of New York.
There'll be a welcome for you!

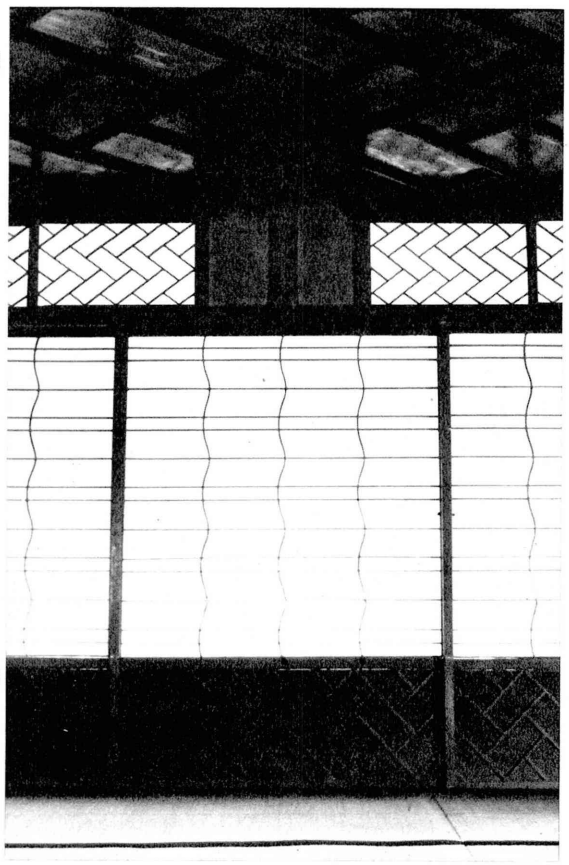
Daimaru
DEPARTMENT STORES

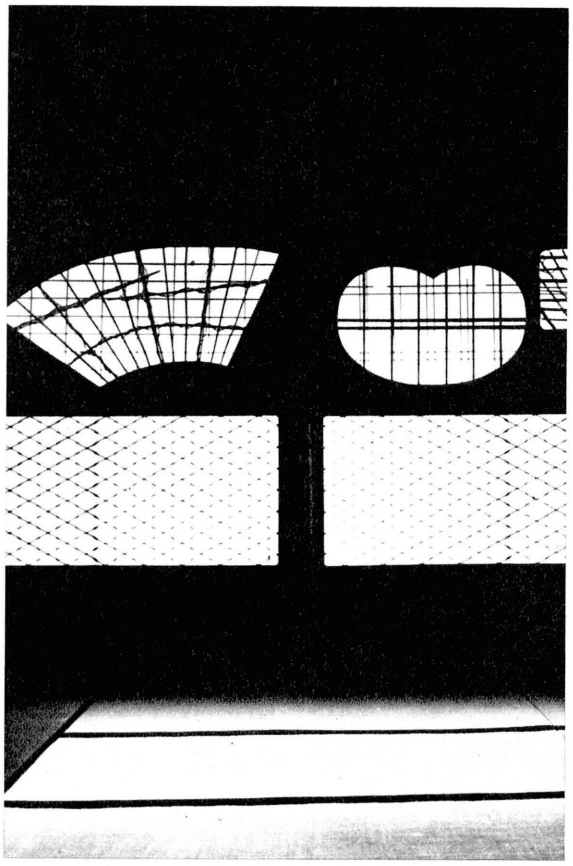
Long before the application of electricity to problems of lighting interiors, Japanese architects worked at the problem of getting more light indoors. One solution was the use of white gravel in the garden immediately adjacent to the important rooms of the building. The white gravel reflected considerable amount of light into the rooms, supplementing the light of oil lamps and candles. Another aid was the extensive use of translucent paper glued to light sliding doors or panels. This afforded many opportunities to create strong patterns of light and shadow, using the doors' framework or by adding decorative elements.





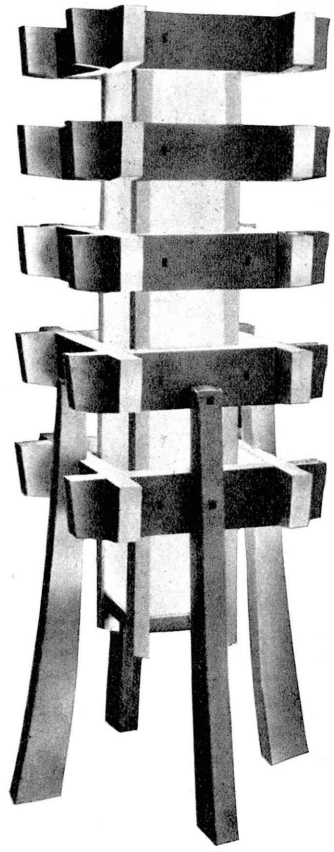






Sumiya, Kyoto

A lantern in the hotel garden by MASAYUKI NAGARE

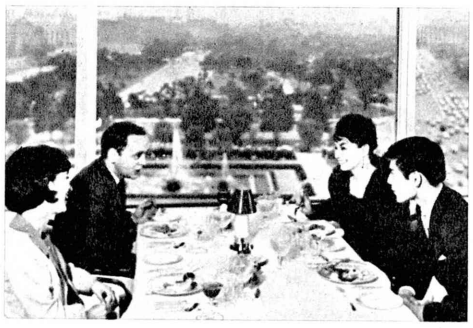


Atop the Palace— Dine at the Crown

A hotel where one can enjoy the traditional beauties of Japan — the Imperial Palace with swans basking in its moat and the nearby spacious, green - cloaked Imperial Plaza. That is the Palace Hotel.

Yet you have ready access to the nearby business center and the bustling shopping centers located inside the hotel are there to serve you.

The fabulous **Crown Room** has been newly-opened on our top floor. Enjoy the pleasant Tokyo nights in this gorgeous restaurant which features French cuisine, our specialty under supervision of Paris-trained Tokusaburo Tanaka, and in the cocktail lounge where a truly Japanese mood prevails.



Crown Room—Atop the Palace Hotel

Dinner Music Every Evening

Open: 11:30 a.m. — Midnight daily

PALACE

Palace Hotel
Tokyo

M. TACHIBANA: Managing Director & General Manager
Address: Marunouchi, Tokyo Tel: 211-5211
Cable: PALACEHOTEL TOKYO

We're not merely calculators

Adding, subtracting, dividing and multiplying . . . calculations such as these are not the only things we do, though, of course, we do our best to make your money, when entrusted to us, multiply and multiply.

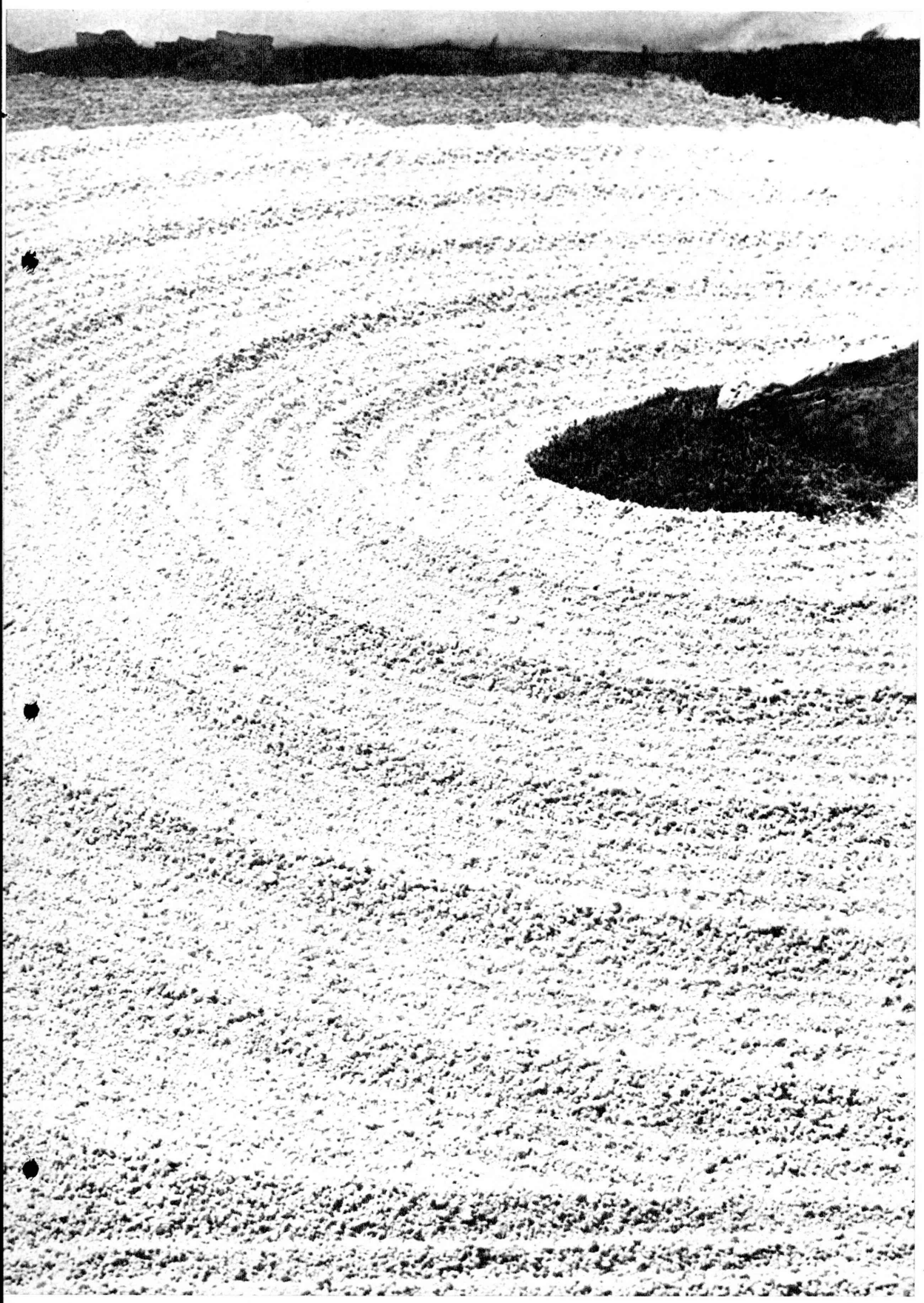
We also handle the greater part of Japan's international trade transactions and foreign investment funds coming into this country. Therefore, we're in the best position to handle your commercial documents with efficiency and accuracy. Our proficient foreign trade specialists, with their linguistic capabilities, will expedite the documents that help move your exports and imports. We can also get you inside to the people who count. And throughout the world, our financial experts, who talk your business language, have the latest information on market trends, trade conditions and credits in their particular area—and Japan.

And when you're travelling in Japan, don't forget Bank of Tokyo's convenient Yen Travellers Cheques which protect your travel funds 100%. They're available at our head office or at any of our branch offices in Japan and abroad.

BANK OF TOKYO

Head Office: Tokyo, Japan

White gravel, often erroneously called sand, has been used in Japanese gardens for a thousand years, but it was especially with the appearance of Zen gardens that it became popular. Strictly speaking, according to Zen doctrines, the gravel did not "symbolize" water but was to be considered in every way its equivalent. The texture of carefully raked gravel is, together with that of moss, the two textures most characteristic of Japanese gardens. A modern rationale for the use of gravel in such a manner is based on the fine appearance it has when raked, ease of upkeep and the elimination of the need for a pond or brook in the garden.



Zuihoin

BEST OF IKEBANA

THE

ART OF JAPANESE FLOWER ARRANGEMENT

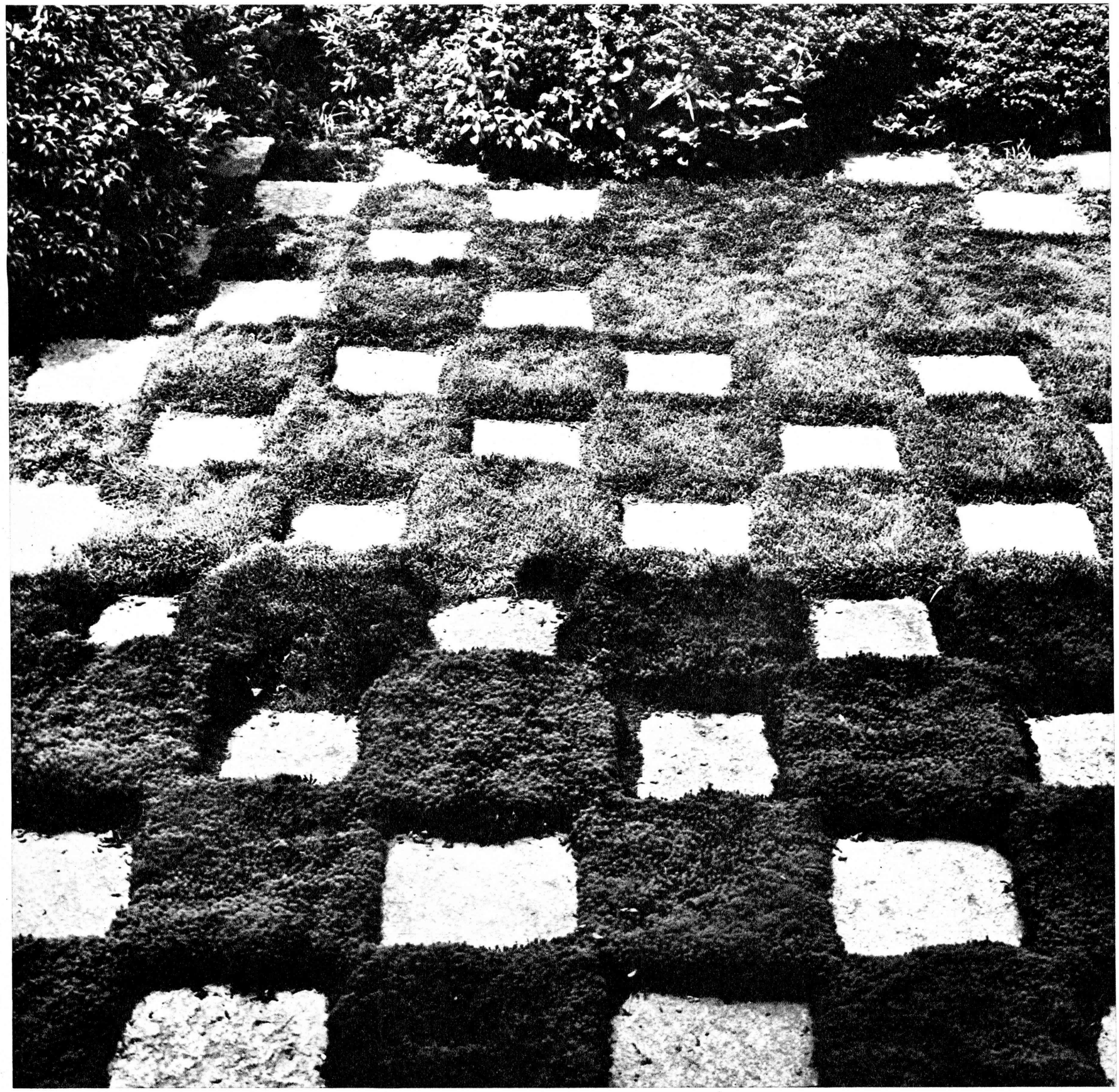
IKENOBO

INSTITUTE

IKENOBO'S FLOWER ARRANGEMENTS EXCLUSIVELY DISPLAYED AT NEW YORK WORLD'S FAIR

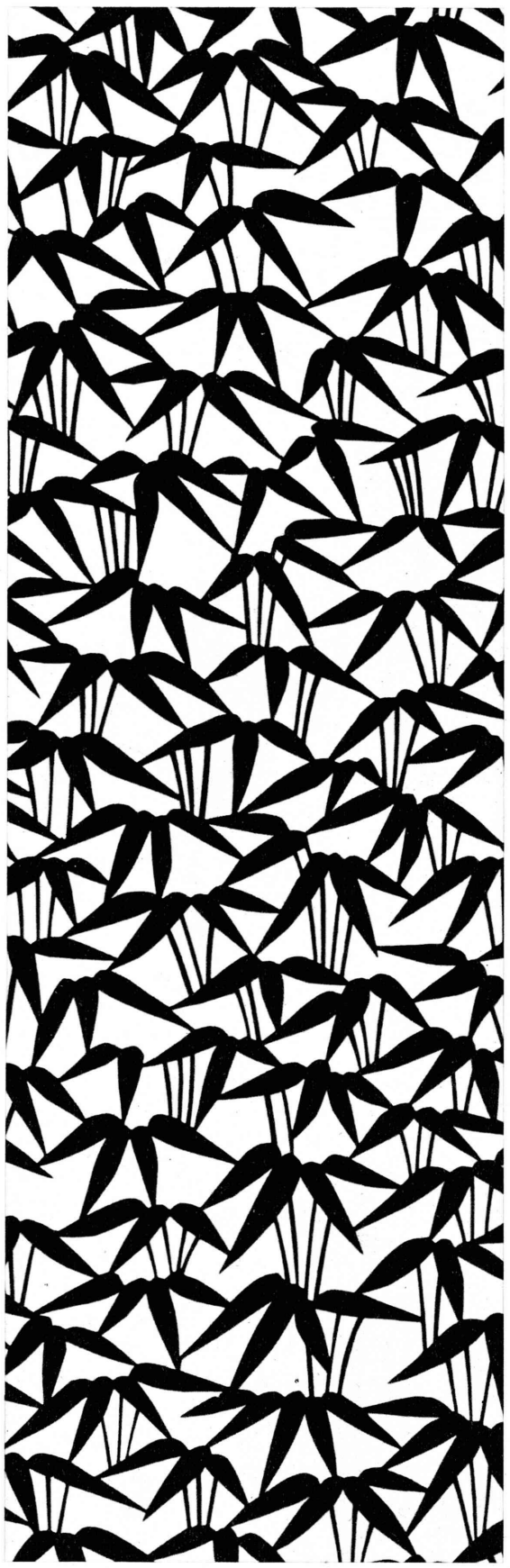
Nishiiru, Muromachi, Shijo-dori
Shimokyo-ku, Kyoto, Japan
Tel: Kyoto (35) 8581-5
3, 2-chome, Surugadai, Kanda,
Chiyoda-ku, Tokyo, Japan
Tel Tokyo (291)3071-4

Many of the best Japanese patterns show both regularity and irregularity. The checkerboard pattern of cut stone, here combined with a luxurious carpet of moss, is thus not extended to the moss' edge throughout. The same garden design could be reproduced using native materials in any one of many foreign countries.



Tofukuji, Kyoto

Of the many flowers and plants used to create Japanese patterns two of the perennial favorites are the chrysanthemum and bamboo. Illustrated is a detail of a stencil-dyed chrysanthemum pattern and the stencil used to create a bamboo pattern, both for fabric to be used for clothing.



Chikiriya Crafts, Kyoto

MIKIMOTO PEARLS

The Originator of Cultured Pearls

K. MIKIMOTO, INC.

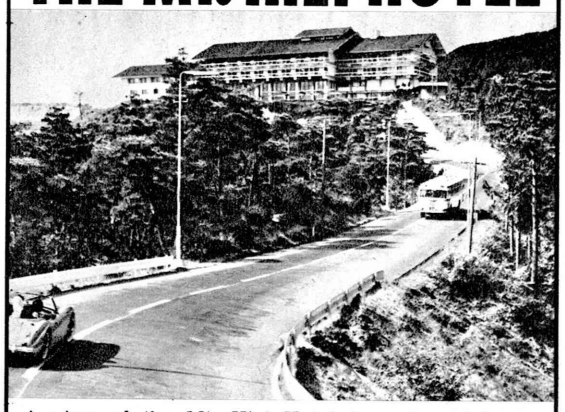
MAIN STORE: GINZA, TOKYO/Tel: 535-4611

Tokyo: Imperial Hotel Arcade/Hotel Okura Arcade Palace Hotel Arcade **Yokohama:** Silk Center Arcade **Osaka:** Shin Osaka Building **Kobe:** Kobe Int'l House **Kyoto:** Int'l Hotel Kyoto Lobby/Kyoto Hotel Arcade Miyako Hotel Arcade **Toba:** Mikimoto Pearl Island **Nagoya:** Meitetsu Dept. Store / Yasno Jewelry Shop

TAX FREE FOR TOURIST

Kyoto's Only Resort Hotel

THE Mt. HIEI HOTEL



A view of the Mt. Hiei Hotel from the highway

Commands a glorious view of Lake Biwa & Kyoto

Tokyo and Osaka are directly linked with the completion of the New Tokaido Trunk Line.

All the employes of the Mt. Hiei Hotel await your patronage.

"Eizankaku" (Japanese style annex)
Grand Roman bath commands a magnificent view of the immediate surroundings.
Banquet Hall.
For gracious Japanese living, this is the place!

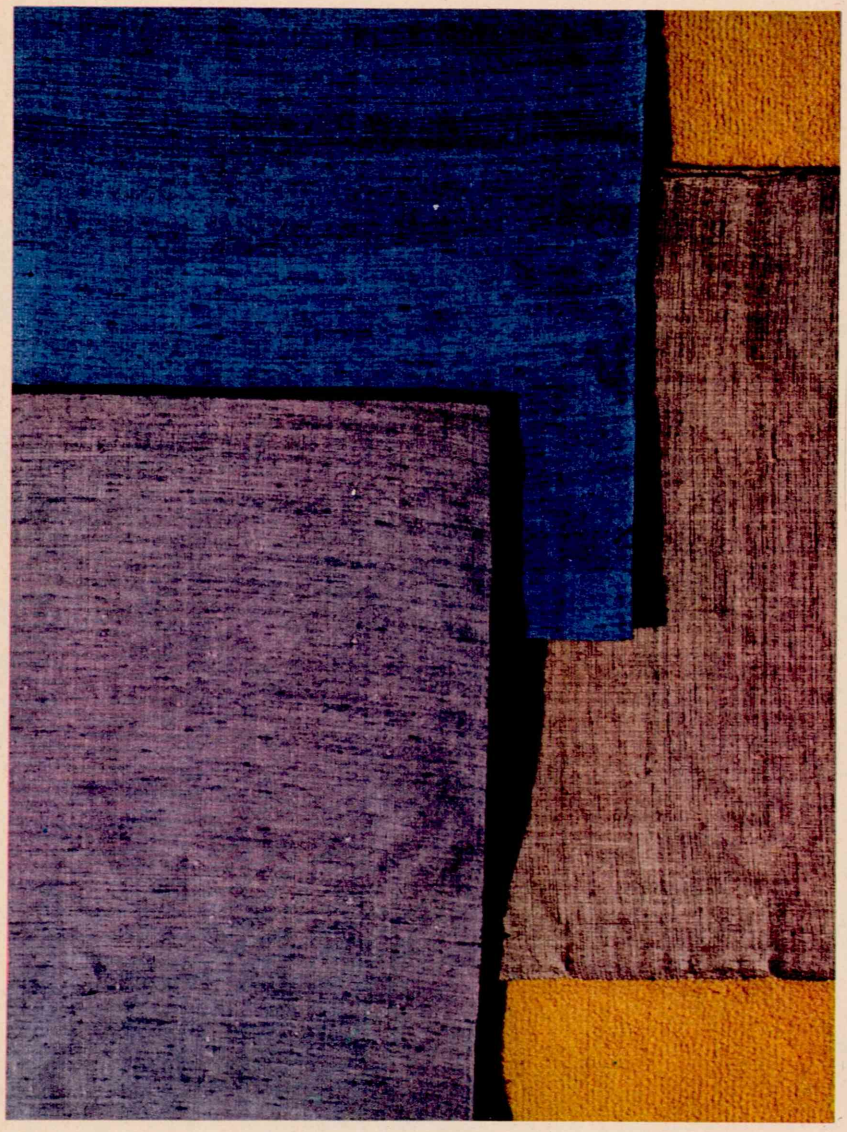
Transportation to the Hotel
- Daily hotel bus service.
- Also local city buses from either Kyoto Station, Sanjo Keihan Station or Shijo Omiya Station.
- Only 20 minutes from Kyoto by taxi.
- One hour drive on the Meishin Highway brings you here from Itami (Osaka) Airport and Osaka.

Hieizan, Sakyo-ku, Kyoto
Tel: 78-1126
Tokyo Branch: Tel. Tokyo 201-0751

The flexibility and beauty of Japanese wri ing never fails to catch the eye of foreigner in Japan. Although some of the comple many-stroke characters have been created o modified in Japan, the vast majority com from China. The type faces used in Japa today have familiar names, such as Goth and Roman; shown below are specimens Century type. The many creative combin tions possible provide Japanese graphic d signers with, probably, a greater choice tha is available to those designers working wit the alphabet alone.

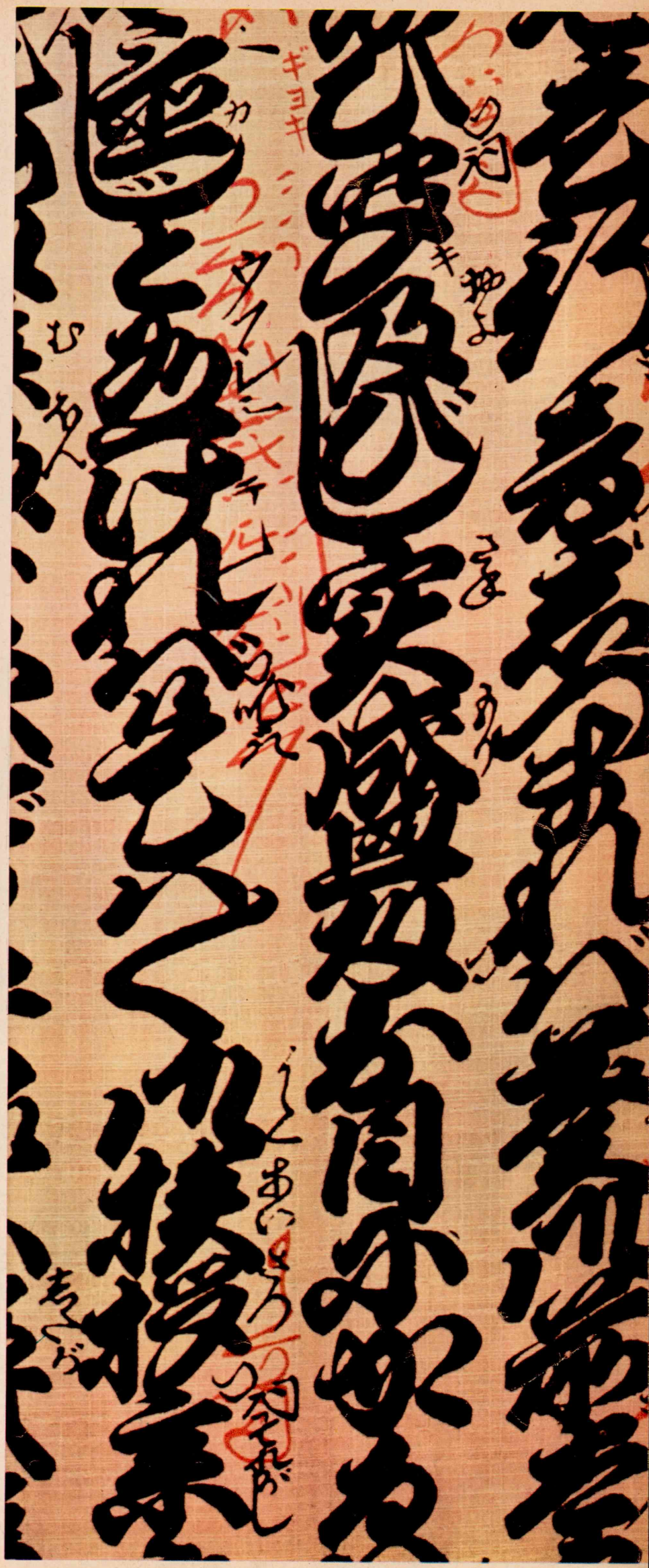
かたち

〇一二三四五六七八九十百千万壱弐参拾廿卅
金円銭厘昭和年月日前後時分東京都大阪西南北
府県国郡市区町村丁目番地第条号項章節上中下
あかさたなはまやらわがざだばぱん十株式会社
いきしちにひみゝりゐぎじぢびぴゞ〒合同事業
うくすつぬふむゆるゔぐずづぶぷっ・売買場所
えけせてねへめゞれゑげぜでべぺゝ＋内外出入
おこそとのほもよろをごぞどぼぽぐ◎左右有無
不可正|数教故|運道通|発何作|居益部|諸計我|是最的
至生世|知受先|造達定|他代今|郎当学|成要総|為然決
現理神|非能高|安家実|全以御|如思語|結等報|法極様
取電重|商主対|用動多|彼従得|話記調|開聞関|相利増
気政|産意長|名処各|来店度|論説議|間物特|者書



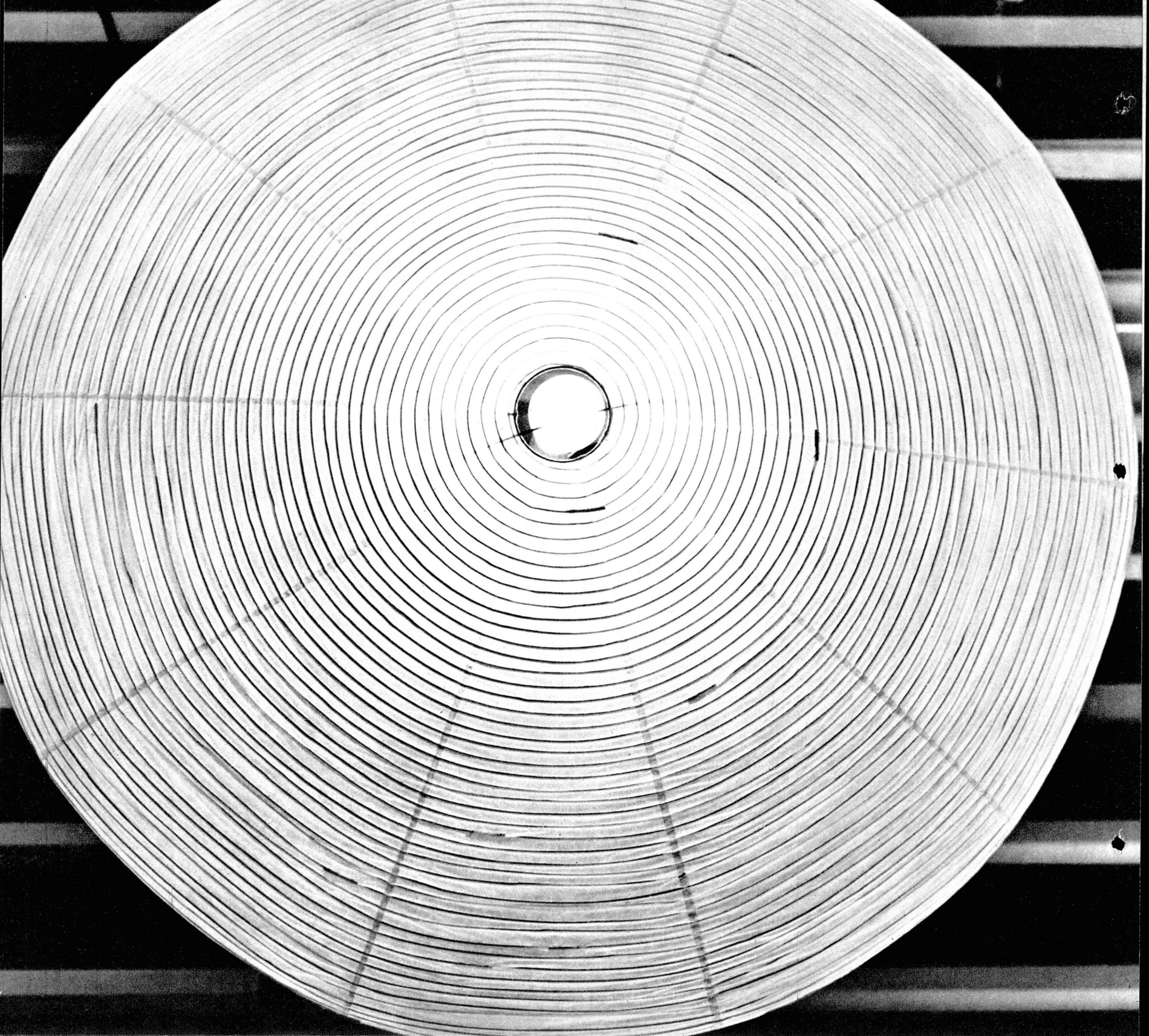
The fabrios above have been selected as exemplary of what is considered refined colors—neither gaudy nor dull. They are intended for use as obis, sashes worn with kimonos.

Although not usually considered in articles dealing with Japanese design, the importance of calligraphy is far greater than is usually thought. People today have few occasions to write with a brush, except when practicing calligraphy, but the experience of reading and writing Japanese provides training in proportion and balance. Untold numbers of painters have utilized the skills acquired through calligraphy when painting. Both the cursive Japanese-derived characters and the complex Chinese-derived characters can be written in a great variety of ways manifesting an equally great variety of forms. In combination, the characters present a definite pattern. The bold, flowing pattern shown here is from a script for a puppet play, reproduced here on a household curtain.



The combination of the form, texture and rib pattern of Japanese paper lanterns has caught the eyes of designers throughout the world. The use of paper in Japan is often considered primitive and, now that plastics and glass, as well as other materials, are so widely used, old-fashioned. Yet who can deny that the Japanese lantern, of pure white paper, either in its traditional form or in new forms such as the one shown here, designed by Isamu Noguchi, is of universal appeal and has classic beauty?

Matsuya Dept. Store



SHE KNOWS ABOUT SHISEIDO COSMETICS

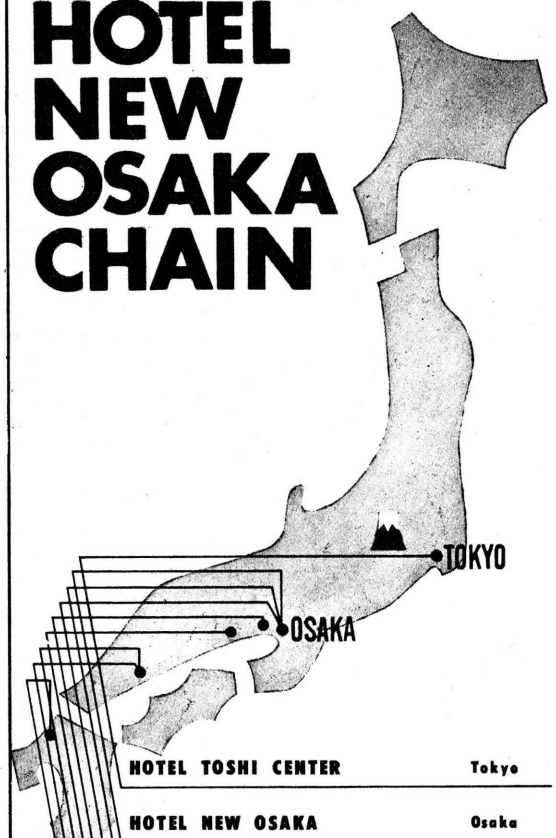
This "Beauty from the Orient" owes her satin-smooth complexion and alluring charm to the skillful blending of oils, herbs and secret beauty ingredients which has made Shiseido famous. Throughout Japan, Hawaii and Southeast Asia Shiseido's unsurpassed quality has established it as the fifth largest cosmetics company in the world. Shiseido offers 400 different types ranging from foundation cosmetics to all types of skin-care items.

Remember..... Shiseido for youth and beauty.

SHISEIDO
GINZA TOKYO

You'll be Proud to Recommend...

HOTEL NEW OSAKA CHAIN



HOTEL TOSHI CENTER	Tokyo
HOTEL NEW OSAKA	Osaka
HOTEL OSAKA GRAND	Osaka
TOHO HOTEL	Osaka
KOBE INTERNATIONAL HOTEL	Kobe
HIMEJI NEW OSAKA HOTEL	Himeji
HOTEL NEW HIROSHIMA	Hiroshima
HOTEL HIROSHIMA GRAND	Hiroshima
HOTEL NEW HAKATA	Fukuoka

RESERVATION;

Tokyo Office: 6 Riccar Kaikan, Ginza-nishi, Tokyo.
Tel. 572-6061, 2

New York Office: Room 663 International Bldg.,
45 Rockfeller Plaza, New York.
Tel. CIRCLE 6-8030

Los Angeles Office:530 West Sixth Street,Los Angeles.
Tel. MADISON 2-5114

San Francisco Office: The Elevated Shops, 150
Powell Street, San Francisco.
Tel. GA 1-1514

Chicago Office: Pick Congress Hotel Room 383,
520 South Michigan Ave., Chicago.
Tel. 4275030

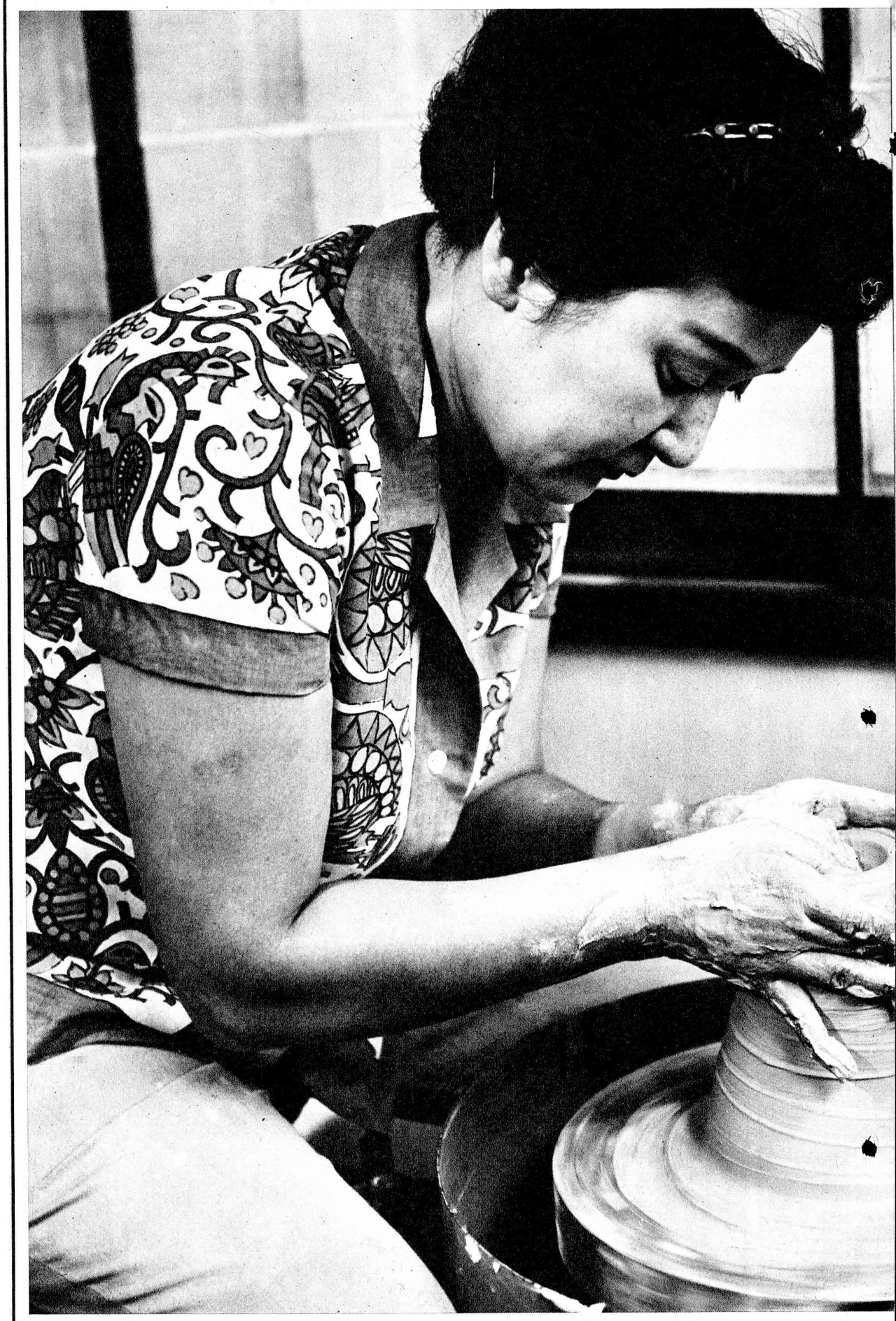
INTRODUCING JAPANESE WOMEN

MISS TERUKO TSUJI: BAKES POTS TO SERVE THOUSANDS

by A. Bankov

Between the garden gate and the entrance to the home of Teruko Tsuji is something which can be best described as a humorous gravestone of baked red clay. Teruko Tsuji is a potter, and to understand why she has a humorous gravestone in her garden is to understand her as a potter.

She came to be a potter only after studying painting and sculpture while in high school. However, once she realized that after marrying she would have to give up such artistic activities and confine herself to housework and raising her children, she began to look in other directions. "Is there any field of endeavour," she thought, "which I can take up and continue to work at?" The answer turned out to be ceramics. In the pots, bowls

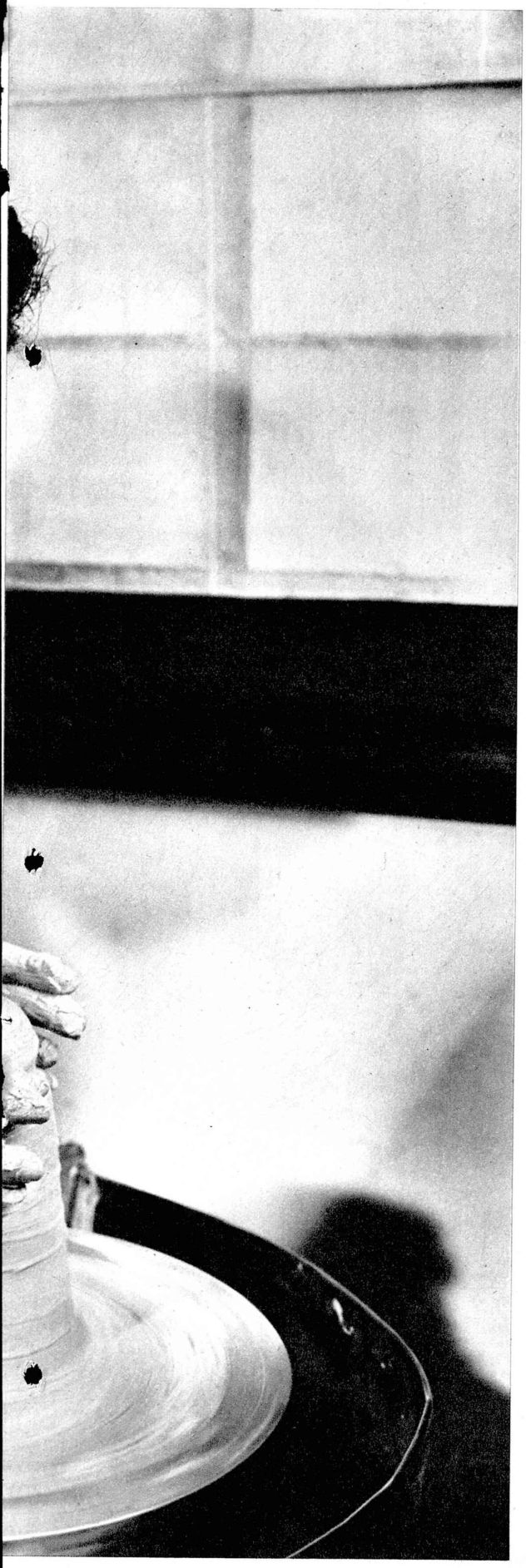


and other articles she was to make, there would be ample opportunity to combine the artistic elements of sculpture and painting. Miss Tsuji relates that "I then called on the late Kenkichi Tomimoto, the famous potter, and asked to become his pupil. However, women potters were still unheard of at that time, and he turned my request down. I next went to Mitsuhiko Ohmori, and he accepted me on the condition that I promise not to stop studying for a minimum of two years. I made a small kiln at my home and began studying and making pots. In 1941 some of my work was exhibited in San Francisco, and in Tokyo I won a Special Award. Then the war interrupted my work, and for the first five postwar years I was unable to resume it."

"In 1945, although there was no possibility of making ceramics, I visited Arita, Imari and Kutani and studied the traditional techniques which those districts are so famous for." At that time, Miss Tsuji made, as an artist, one discovery and one decision. She found that as much as she admired them she could not be content in simply imitating the traditional techniques. Further, she decided that she would try to create ceramics which ordinary people could buy and use daily, rather than aim at the collectors' market.

In addition to making ceramic jars, pots and cups, she turned her attention to necklaces, pendants, pins, and even knife and umbrella handles. No article was so insignificant as to justify overlooking it. Her works became popular and now there are more than enough orders to keep her three kilns fired every day. In order to fill the orders she has turned to mass production, but without the regrets artist-craftsmen usually voice on such occasions. After she makes the original piece, assistants faithfully copy it a hundred or a thousand times over. All pieces which pass inspection are essentially the same as the original in terms of craftsmanship.

Miss Tsuji holds traditional Japanese pottery in high esteem, and particularly admires the work of the Momoyama Period, some 350 years ago. In her own work, however, the strongest influence is that of the glazes and designs of Persia. Her technique also is closer to that of Persia than of Japan. Instead of



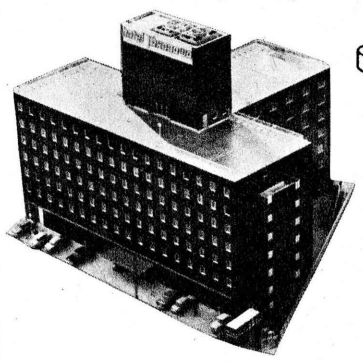
High Class
CLOISONNE
Established 1887

Manufacturers & Dealers
INABA
CLOISONNE CO.

Main Store
Sanjo Shirakawabashi, Kyoto
Tel: 77-2276, 2329

Tokyo Branch
2nd Floor, Sukiyabashi Shopping Center
5-4, Ginza Nishi, Tokyo. Tel: 571-8071

Elegant Mood, Moderate Charges
hotel TAKANAWA



Accommodations: 222 Rooms
(Each with private bathroom)

Room Rates:	Single	$ 5.40
	Semi-Double	$ 7.30
	Twin	$ 9.50
	Special Twin	$10.70
	Special Suite	$22.40

"Tropical Lounge" (11:00 A.M.~2:00 A.M.)
Cocktail Lounge in Tropical Style
"Oslo" (5:00 P.M.~2:00 A.M.)
European dishes in Scandinavian Style
Chinese and Japanese Restaurants
Completely Air Conditioned
Swimming Pool, Shopping Arcade
Conveniently located near Shinagawa Station
RSV. PHONE: TOKYO 443-9251

TOKAI KANKO CO., LTD.

adding decorative designs or drawings over an underglaze, as is done in Japan, she draws and sketches directly on the pot before firing it. Next to Persia, she finds Mexican patterns and glazes most attractive.

There are now seven assistants working with her, and 50 students who come on 2 days of the week to study ceramics as a hobby.

The humorous gravestone? That was made by her son, a sculptor now working in Mexico. Like any other pre-school boy, he too played with clay. As he grew up, he simply never stopped, and his play become a serious attempt to create sculpture. The "gravestone" reflects Miss Tsuji's belief that in many cases ceramics can and should have humorous qualities, and should always give joy to those who use and own them.

Miss Tsuji chatting with her niece, Tomoko.

In a cotton yukata, potter Tsuji critically examines one of her Persian-glaze pots.

NEVER THE SAME, ALWAYS BEAUTIFUL

Text and Photos by
KOYO OKADA

It is said that Mt. Fuji is a symbol of Japan. From the ancient past until the present time, the Japanese people have depicted her in pictures and photographs and extolled her in prose and poetry; by doing so they have elevated their spirits.

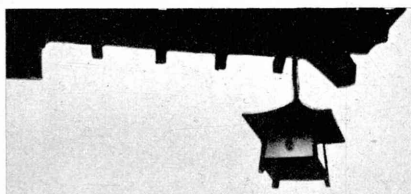
As an individual, I have made Mt. Fuji the love of my lifetime. I do not regret having spent my lifetime pursuing, loving and even fighting with this mountain in order to reveal her beauty.

Mt. Fuji, rising 3,776 meters above sea level, is Japan's tallest mountain. Now dormant, she is the most nearly symmetrical volcano of the world. Since there are written records that she used to emit smoke, we know that she is a relatively young mountain. At the time she was active, people thought that the smoke signified the anger of the gods, and because nature worship was so prevalent in antiquity, she was worshipped as a great living diety.

The Mt. Fuji before our eyes today no longer emits fiery lava. Amidst the constantly changing world of today, she remains peaceful and unmoving. But even in this unmoving form, because of the changing seasons, climate and above all the psychological frame of mind of those who view her, she cannot be said to always remain the same.

For the 50 years since I happened to see the mountain for the first time, which was during my impressionable youth, I have sought to appreciate her and capture her many facets through photography. I have done so as well as I can, and have done so with passion and love. As a result of my lifelong work, I have accumulated 300,000 photographs of Mt. Fuji, but regarding expressing the nature of this nearly mystical lover, I feel that I have no more than a few grains of sand from a beach.

Mt. Fuji, even in the distant future, will glitter in the morning sun, glow in the twilight, withstand the roughest storms as it does now, and, even veiled by the night, she will remain beautiful.



What's so special about . . .
the **FUJIYA HOTEL** chain
in the Fuji-Hakone National Park
Just about everything . . .

- Only 2-hour ride from Tokyo
- Rich hot springs
- Commands a magnificent view of Mt. Fuji and the surrounding lakes.
- Enjoy year round recreation!
- Fish, golf, swim or go for a thrilling boat ride!

FUJIYA HOTEL

Miyanoshita, Hakone

Japan's most distinguished resort for 86 years

Cable Address: FUJIYAHOTEL
Telex: 217-18 (FUJIYAHOTEL)

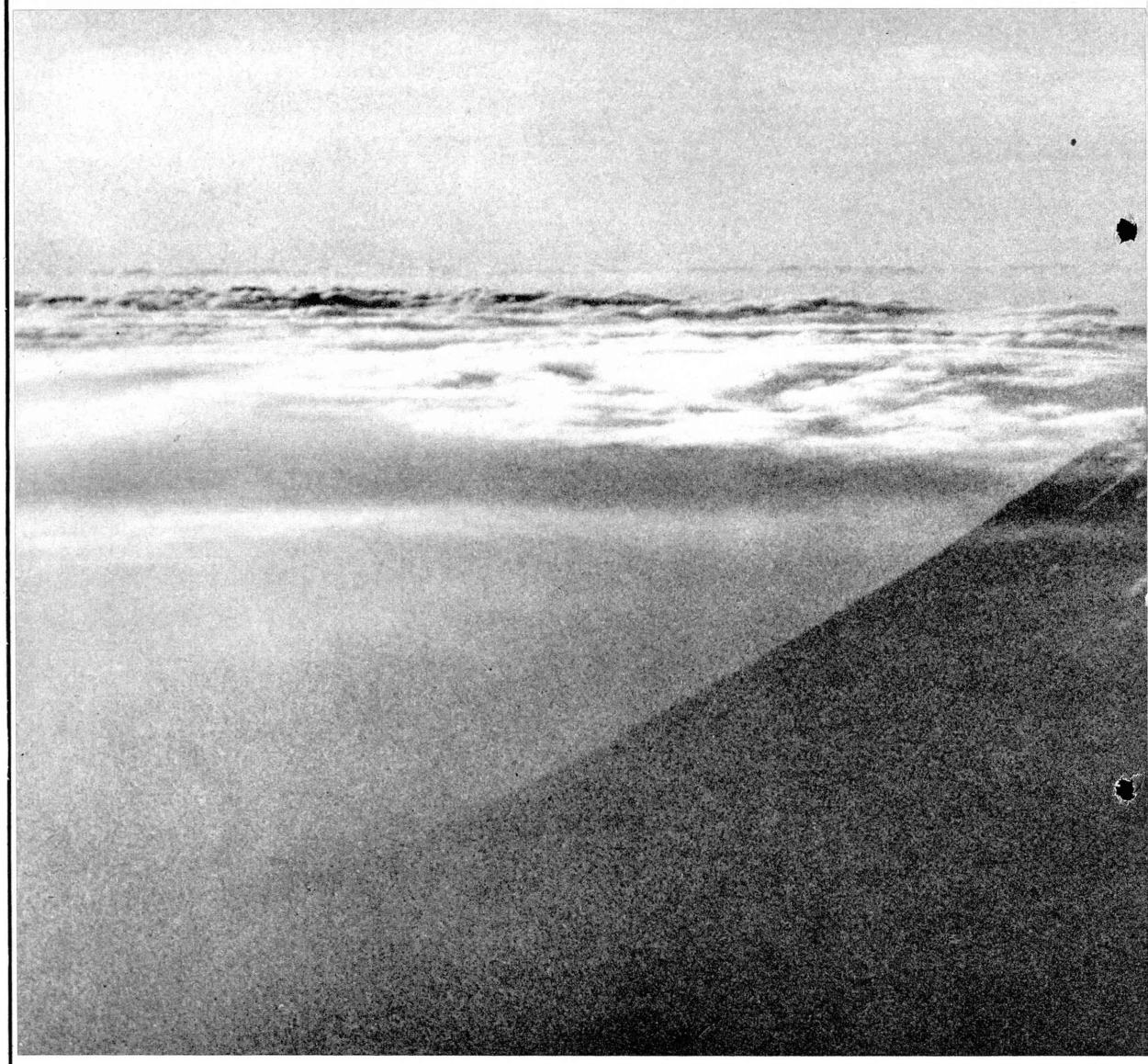
HAKONE HOTEL
on Lake Hakone

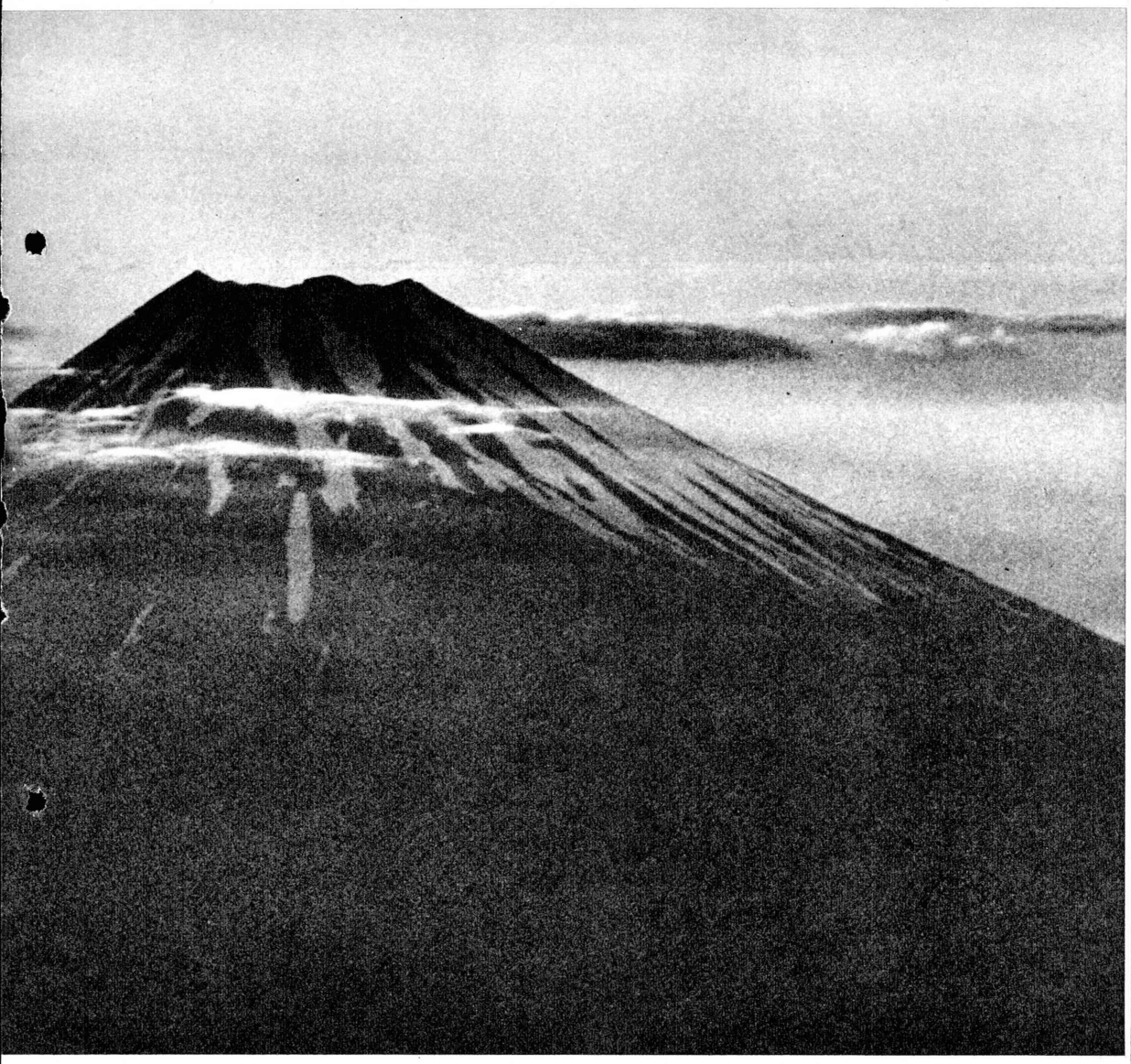
Fujiya Sengoku Annex & Sengoku golf course
Sengokuhara, Hakone

Fuji-View Hotel
on Lake Kawaguchi

Kikka-So Inn
Miyanoshita, Hakone

For reservations, call your travel agent or our Booking Offices
Tokyo 572-1625/6, 2603
Telex: 24-151 (FUJIYAHOTEL)
Osaka 631-8947





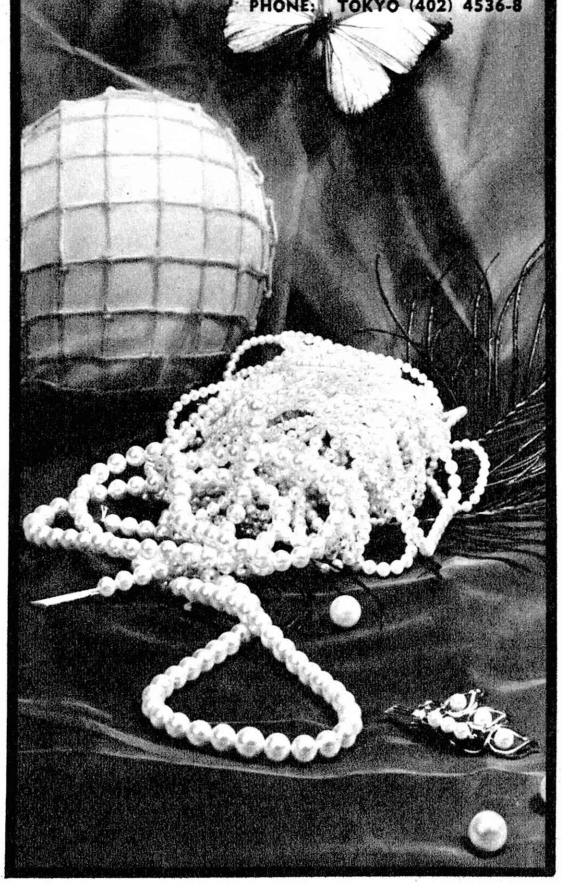
EXPERTS with years of experience and 4,000 branches forming a network all over Japan, offer you tourism services to make you enjoy the true Japan.
For package, independent and fully escorted tours—anywhere in Japan.

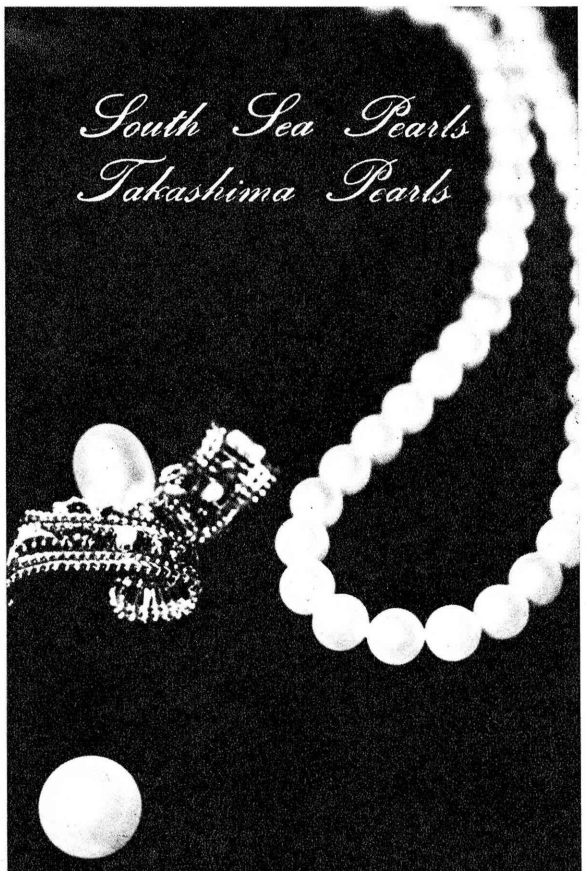
NIPPON EXPRESS CO., LTD.
Head Office: Nittsu Bldg., Kanda, Tokyo

NIPPON EXPRESS U.S.A., INC.
2 West 46th St., New York 36, N.Y.
San Francisco Los Angeles

Cultured Pearls and Jewelry

YAMAKATSU PEARL CO., LTD.
PRESIDENT: KATSU YAMAMOTO
HEAD OFFICE:
77, YAMAMOTO-DORI 2-CHOME, IKUTA-KU, KOBE, JAPAN.
PHONES: KOBE (22) 0181, (23) 0051-4
CABLE ADDRESS: "MOUNTKATSU KOBE"
TOKYO OFFICE:
27, AKASAKA SHINSAKA-MACHI, MINATO-KU TOKYO, JAPAN.
PHONE: TOKYO (402) 4536-8



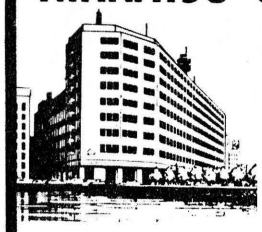


The World's Largest Pearl Farm

STPC **TAKASHIMA PEARL CO.**

TOKYO : GINZA STORE TEL : 535-3813
SHIBA STORE TEL : 432-1601
SASEBO : SASEBO STORE TEL : 3-2509
EXPORT OFFICE : SHIBA-PARK, TOKYO TEL : 432-1601
PEARL FARMS : NAGASAKI, HIROSHIMA, KOCHI

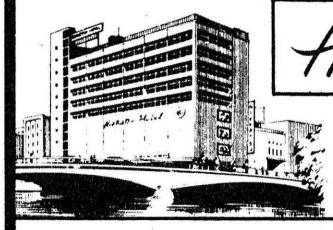
NIKKATSU CHAIN HOTELS



Tokyo NIKKATSU HOTEL
1-1, Yurakucho,
Chiyoda-ku, Tokyo
Tel. (271) 2261

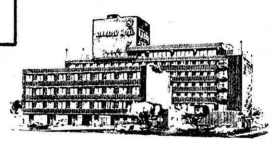
Amagi NIKKATSU HOTEL

GOLF & SWIMMING
Amagi-Yugashima, Izu
Peninsula, Shizuoka Pref.
Tel. (Aobane) 100

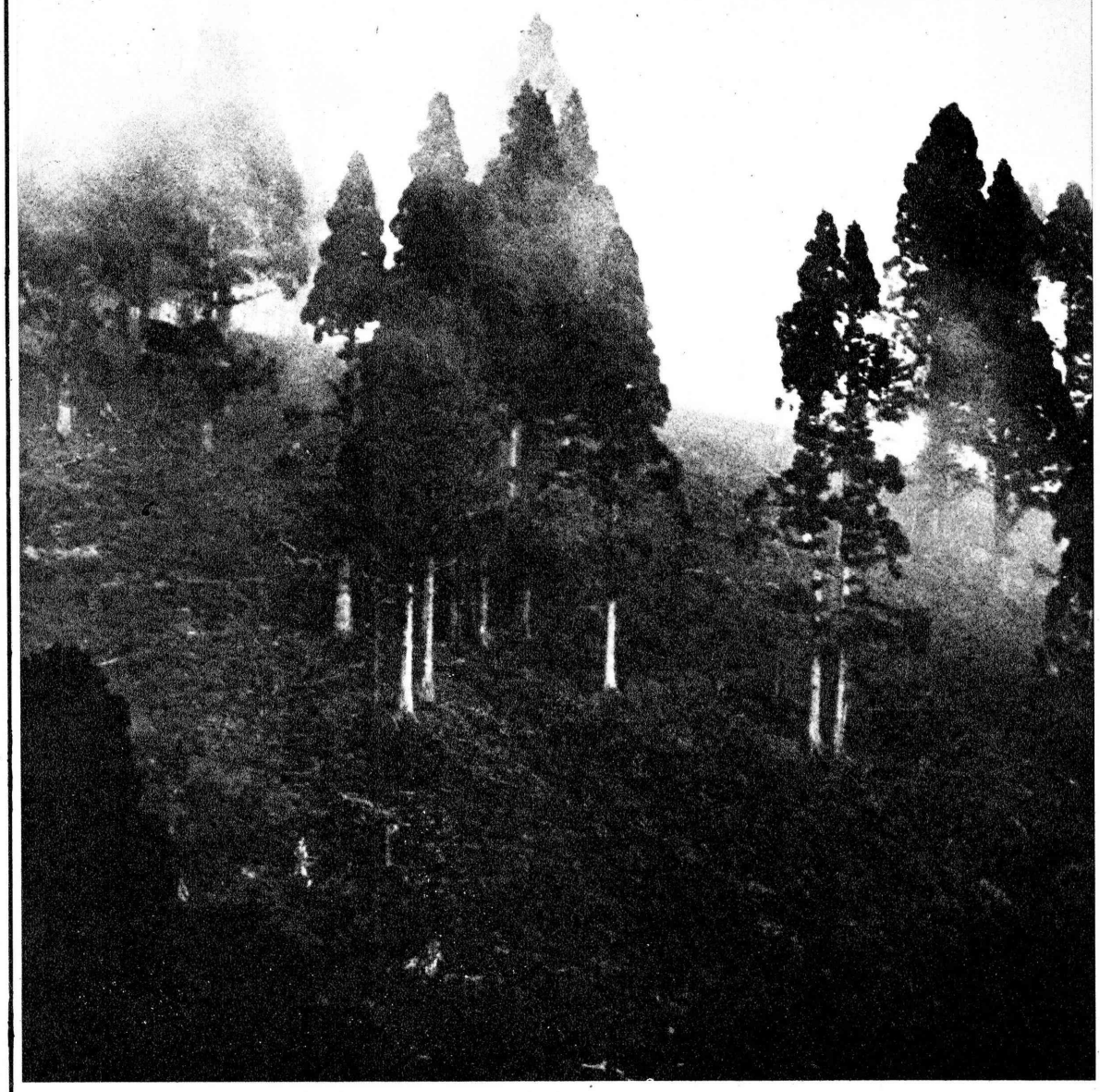


Hakata NIKKATSU HOTEL
Higashinakasu,
Fukuoka
Tel. (3) 6621

Kokura NIKKATSU HOTEL
6, Senba-cho,
Kokura-ku,
Kitakyushu
Tel. (53) 1151



Tokyo Information Office:
NIKKATSU BLDG. 271-2221



NO TAX

FOR TOURISTS

Only Matsushima has a Manufacturer's Showroom (2nd floor)

EVERYTHING Optical and Photographic

AMERICAN EXPRESS CARDS

Authorized Money Changer

Diners CLUB

Matsushima

OPTICAL DEP'T STORE

3-CHOME, GINZA, TOKYO

TEL: (535)3451-6

FOR TAXI DRIVER: 銀座3丁目バス停前

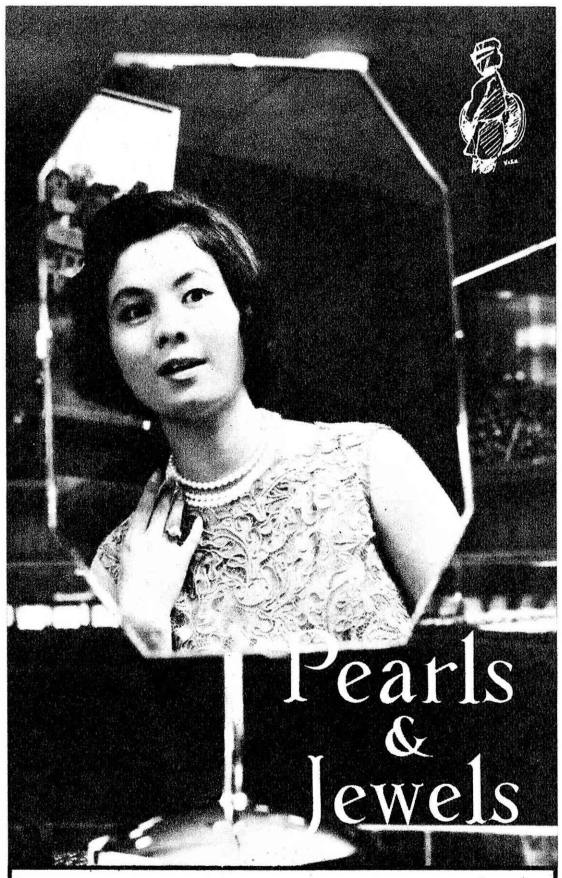
Modern & Antique

ARTS and CRAFTS

YOKOYAMA, INC.

KYOTO (MAIN STORE)
NAWATE, SHINBASHI-AGARU,
HIGASHIYAMA-KU, KYOTO

TOKYO (BRANCH STORE)
SUKIYABASHI SHOPPING CENTER
GINZA-NISHI, CHUO-KU, TOKYO



RETAIL
MUNETOMO PEARL CO., LTD.
NO. 13, AKASAKA TAMEIKE-MACHI, MINATO-KU,
TOKYO, JAPAN TEL: (481) 6718
IN FRONT OF THE SANNO HOTEL
EXPORT
MUNETOMO SHINJU KAISHA LTD.
PEAK AKASAKA BLDG.
8, 5-CHOME, AKASAKA TAMACHI, MINATO-KU,
TOKYO, JAPAN TEL: (582) 1766

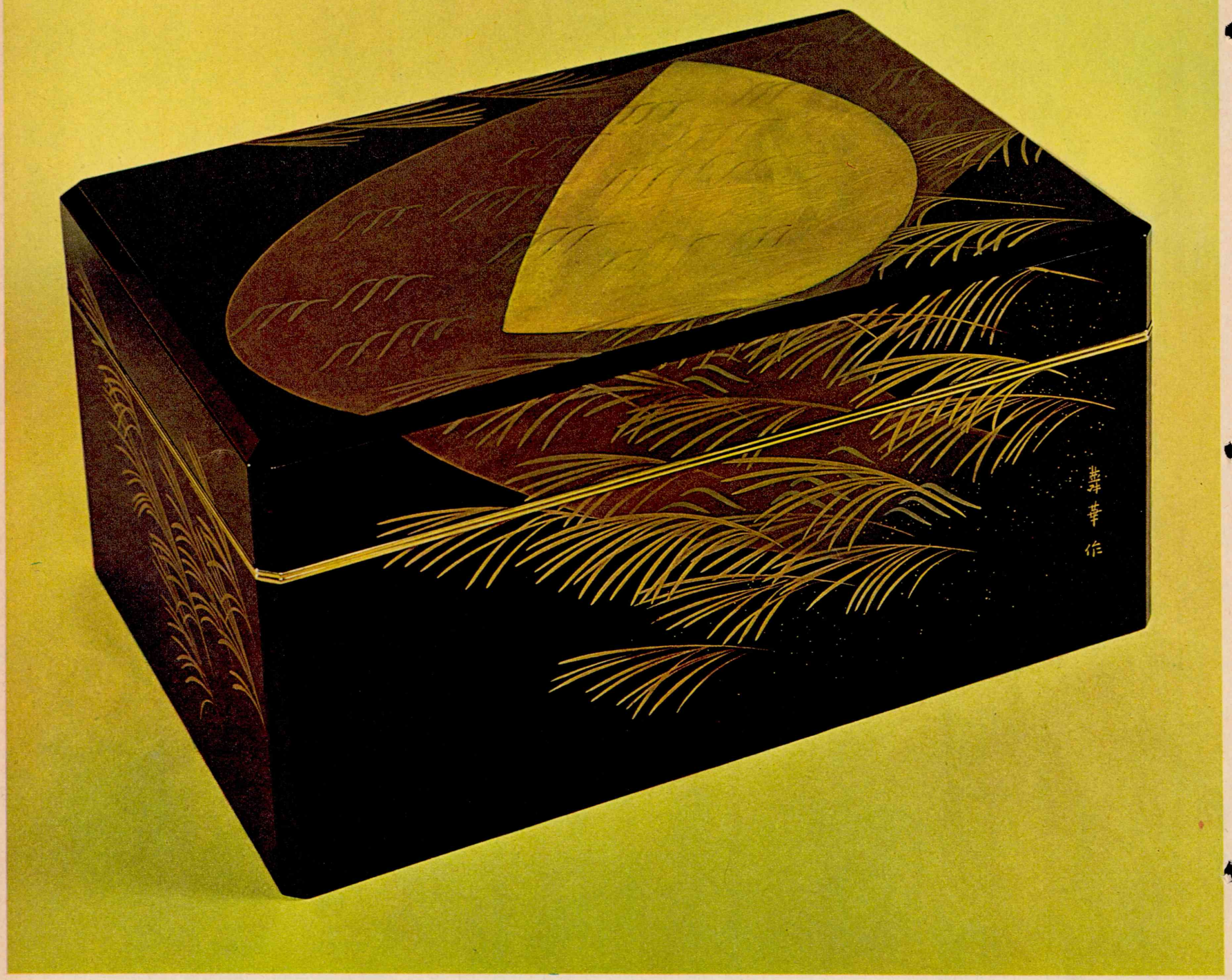
"Chanoyu", a traditional tea ceremony

JAPAN NATIONAL TOURIST ORGANIZATION
HEAD OFFICE: 1 Marunouchi, Tokyo, Japan

Tourist Information Centers
TOKYO OFFICE: 1 Yurakucho, Chiyoda-ku, Tokyo
Tel: 502-1461
TOKYO AIRPORT OFFICE: Airport Terminal Bldg.,
Ota-ku, Tokyo Tel: 741-6371
KYOTO OFFICE: Kyoto Tower Bldg., Higashi-
Shiokoji-cho, Shimogyo-ku, Kyoto
Tel: 37-0480

OVERSEAS OFFICES
New York, Chicago, Dallas, San Francisco, Honolulu,
Toronto, Sao Paulo, London, Paris, Frankfurt a/M,
Bangkok, Hong Kong, Sydney

Koyo Okada, 69 years old, is a veteran photographer whose pictures of Mt. Fuji have been published all over the world. A graduate of Waseda University, in 1940, he established a society of photographers particularly interested in photographing Mt. Fuji. In 1944 he established the Japanese Federation of Travel Photographers. His photographs have been collected in book form in "Fujisan," "Collected Photographs of Japanese National Parks" and others.

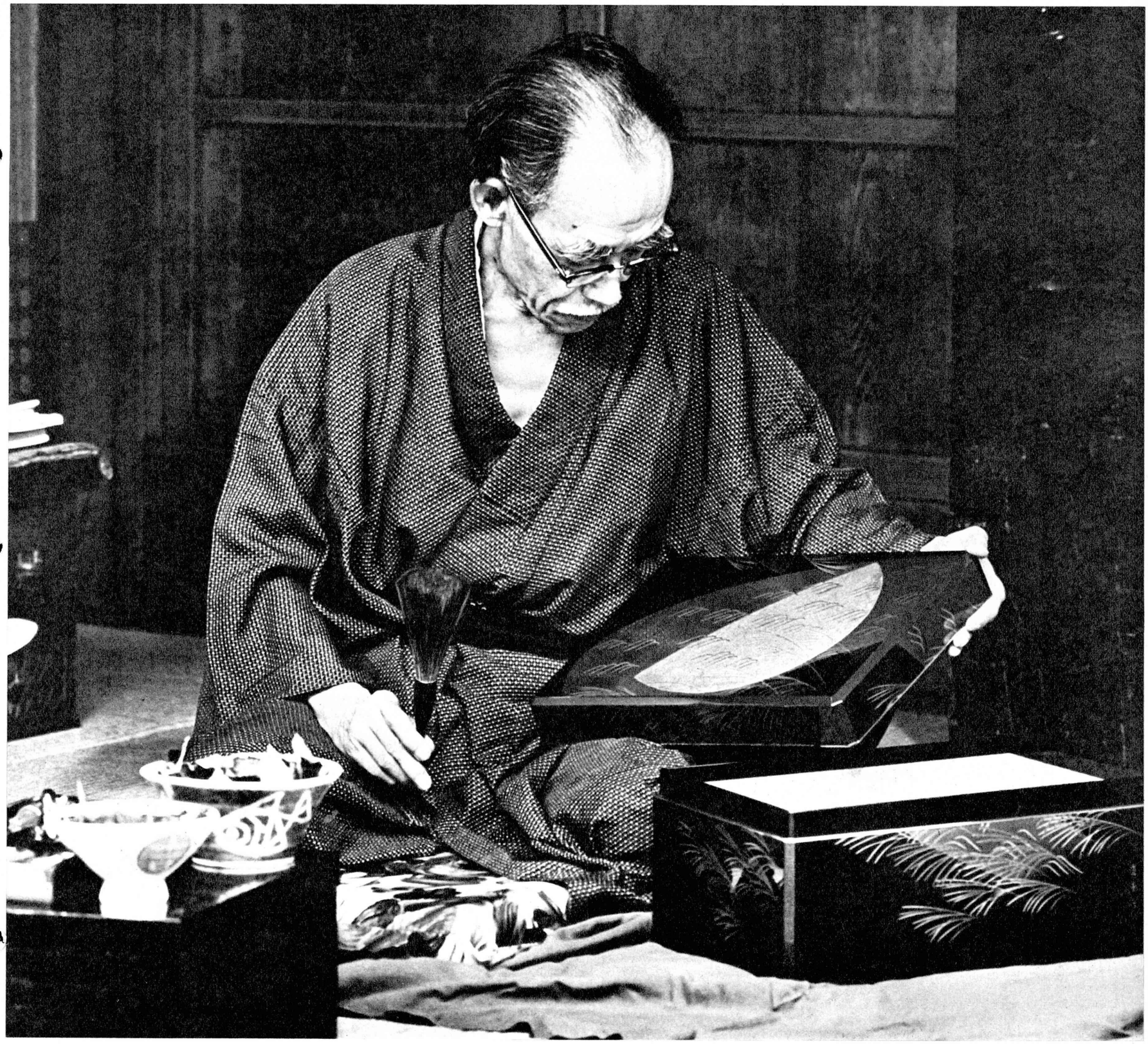


THE APPEARANCE OF THE TONES OF AUTUMN

Lacquerware articles have been treasured as art objects in Japan for centuries. Although each age has had its own preferences and innovations, one of the finest lacquerware makers in Japan today has for years been utilizing a style and technique perfected a thousand years ago. He is Shunka Honma, and his lacquer box shown on this page is called "Tones of Autumn."

The design is so true to Japanese traditions that it is said that it would have been appreciated in any period of Japanese history. The combination of the pattern of waves, susuki or pampas grass bowing in the wind and the half-moon combine to evoke the tones of autumn's sounds, and, by extension, the colors and total impression of that season.

Lacquerware developed both as objects for daily household use and as art objects. Lacquerware articles were made in China, Korea and Thailand, as well as Japan, well over a



Mr. Honma examines "Tones of Autumn" prior to applying the finishing touches.

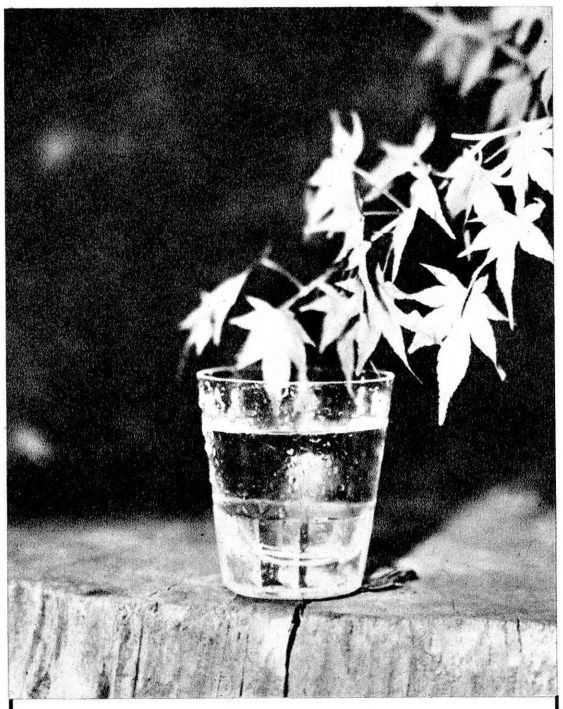
thousand years ago. However, it was not until the introduction of Buddhism to Japan that lacquer-making developed as an art, in response to the need for articles used in connection with religious worship. The basic process has remained unchanged for a thousand years. Although metal, leather and hemp have been used as a base, in most case, a wooden framework is used. Several or even dozens of layers of lacquer are applied—first the undercoats, then the secondary layers and the final coats. Each coat is polished after it dries. The final step is the application of gold or silver, and, in some cases, pigments, in the form of a design or picture. Occasionally gold, silver or mother-of-pearl is also inlaid at this time. It is not uncommon for even three years to elapse before the completion of a particularly important work.

In making this box, Mr. Honma applied the gold in powder form, and after that applied additional coats of lacquer, polishing the surface to bring out the design. This method was first extensively used in Japan a thousand years ago.

"Tones of Autumn," which took over a year to make, is intended as a box for precious documents and letters. It is so valuable that it is kept, wrapped, in another box made of plain wood. Its color has been likened to a pitch black evening, yet the lacquer surface is so smooth that it reflects the image of the person holding it or its surroundings like a mirror. Although the reflections appear to be merged with the black of night, one does not get the impression of coldness when looking at the box. The box is not so large as to be unwieldy when held in both hands, and its weight is lighter than it would be if it were made of metal and heavier than it would be if of plastic.

Today, the number of artist-craftsmen engaged in making lacquerware is slowly decreasing, but there are still many who actively preserve the standards and traditions of the past, reinterpreting them to suit the modern users. The three main lacquerware-producing regions are Tsugaru-Aomori, in northern Japan, Aizu in Fukushima Prefecture and Wajima in Ishikawa Prefecture. Secondary centers are those of Akita, Gifu and Fukui Prefectures, where Noshiro, Hida and Wakasa styles or types of lacquer are produced.

Mr. Honma, born in 1894, is one of the best lacquerware artist-craftsmen in Japan. He is a member of Nitten, a leading artists' organization, and the Japanese Lacquer Crafts Society.



EST. 1550

Fine Sake Since 1550···

Produced for over 400 years, SHIRAYUKI is synonymous with fine wine.
A true lover of SHIRAYUKI finds true value in quality which has been constant for over 4 centuries.

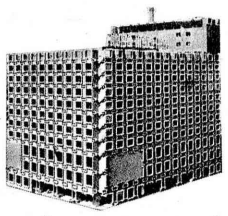
THE REFINED JAPANESE SAKE

SHIRAYUKI SAKE

KONISHI BREWING CO., LTD.

THE NAGOYA MIYAKO HOTEL
A GARDEN OF TRANQUILITY
IN
DOWNTOWN NAGOYA

PEACE and CALM and SERVICE are provided in the HEART of DOWNTOWN NAGOYA, just minutes from the Nagoya Station, principal business and shopping centers, theaters, and recreation facilities.

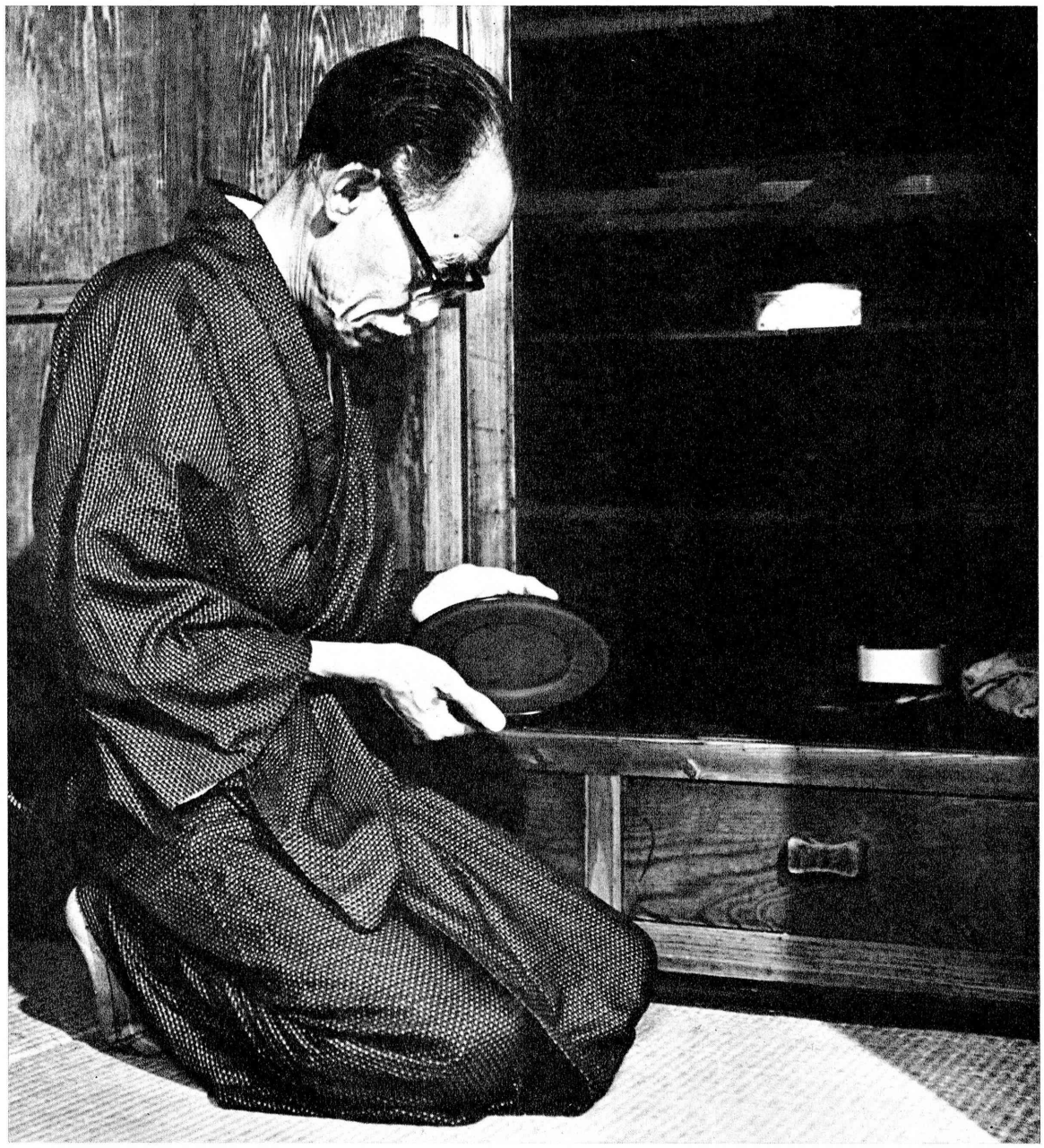


ROOM RATES

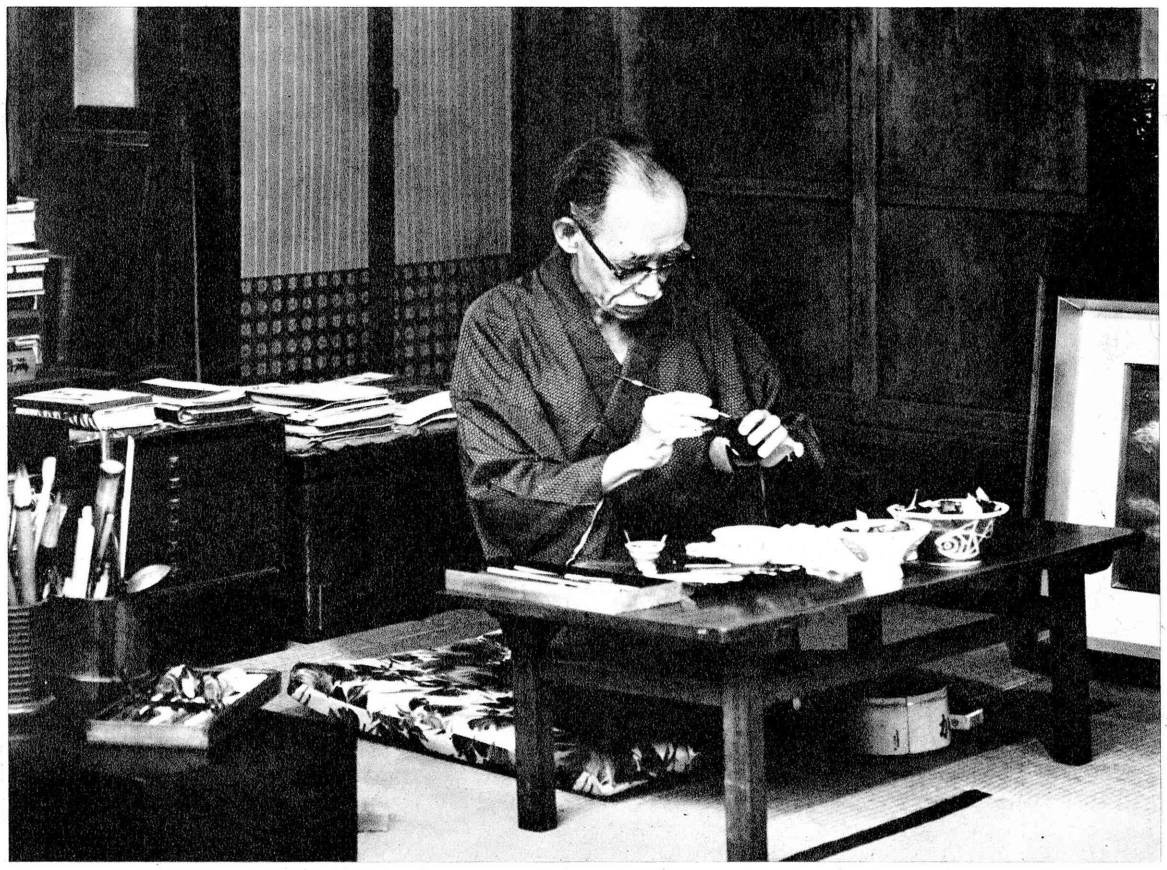
Single	$ 5.55 & up
Twin	$10.00 & up
Suite	$22.00 & up
Japanese Style	$18.00

Nagoya Miyako Hotel

Nishiyanagi-cho, Nakamura-ku, Nagoya, Japan
Cable: HONA MIYAKO Tel: 57-3211



Examining a plate to see if it is sufficiently dry.



In his studio-study, Mr. Honma paints a design on a small tea container.

BEST OF JAPAN

as Recommended by Noted Personalities

Industrial designer Sori Yanagi first studied painting and architecture. He has been active as an educator and also as a promoter of international exchanges of industrial design exhibitions. In 1957 he was awarded a Gold Medal at the Milano Triennale.

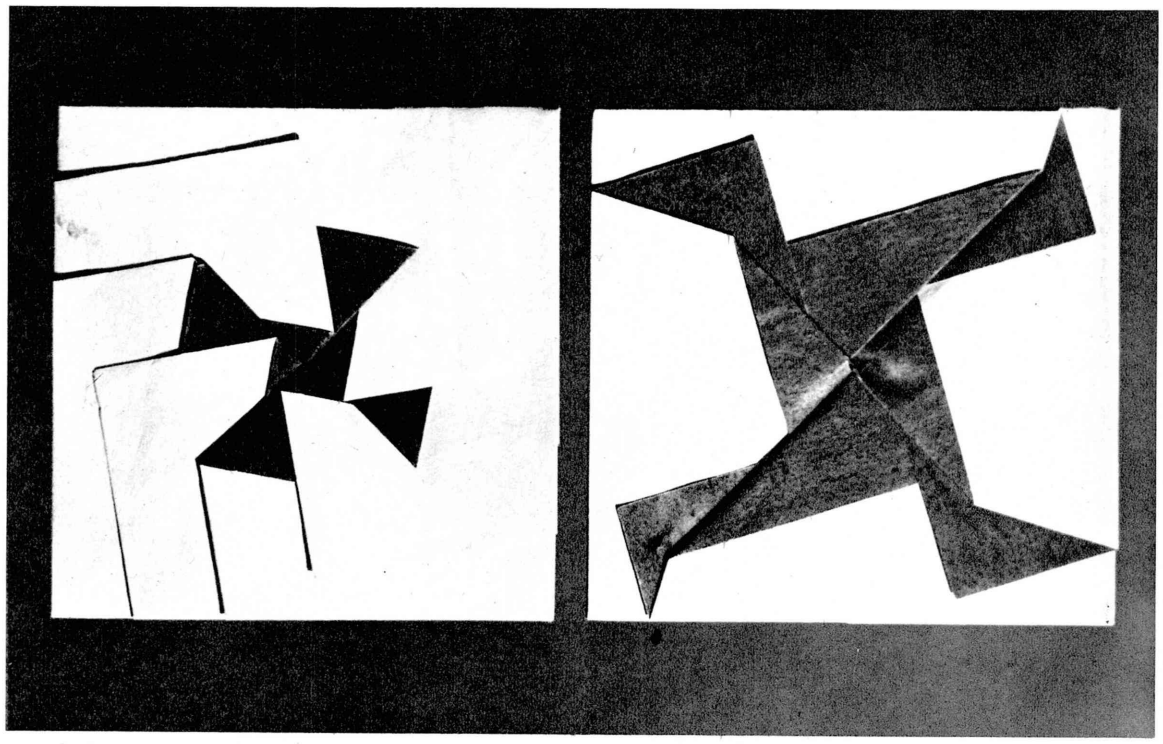
MICHIRO UCHIYAMA, ORIGAMI KING

By SORI YANAGI

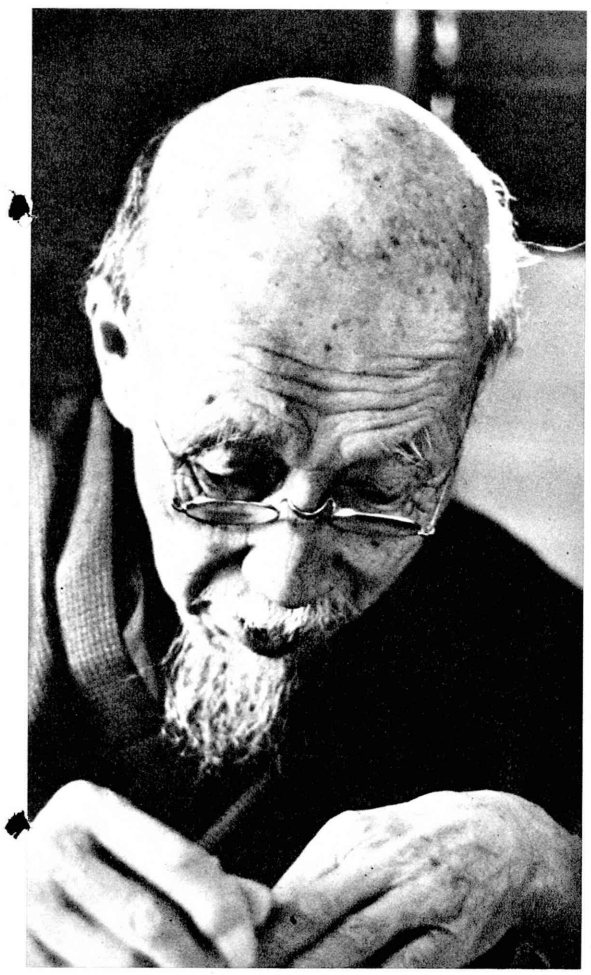
That origami, 'folding paper,' has been a pastime of the Japanese people since long ago has come to be widely known. Many people, including both children and adults, can make cranes, flowers, boats, helmets and so on from the variously-colored square paper ordinarily used. As a hobby, origami is clean, neat and simple, and is a pure reflection of the nature of the Japanese people, who are known for their manual dexterity.

But, as is the case with the tea ceremony and flower arranging in general, new forms have only rarely been produced as people prefer to follow the historical precedents in each field. For this reason I would like to nominate Michiro Uchiyama as my idea of the "best of Japan." He is a most rare individual who has steadfastly devoted most of his life to producing new forms of origami. Among his ingenious accomplishments outside of the field of origami are the development and perfection of Photo Type Offset machinery, the method of making three-dimensional geographic maps, and, when he was young, he was able to write poems on single grains of rice or sesame seeds.

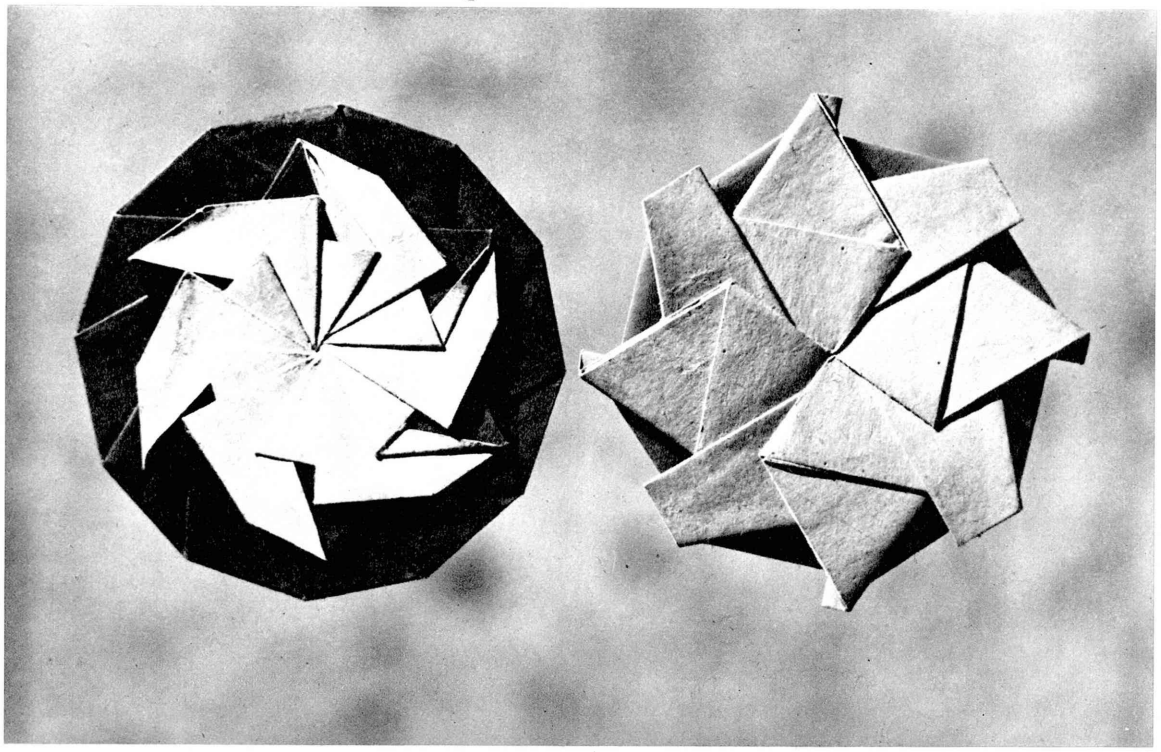
He became interested in origami by learning it from his mother, who worked in the general



Four-sided flower-patterns.



Michiro Uchiyama, whose hands have never lost their skill.



Twelve-sided (left) and eight-sided flower patterns.

LUXURY COUPLED WITH ECONOMY

Conveniently located in downtown Nagoya, the modern Nagoya Kanko Hotel awaits your visit.

124 rooms with bath

Single .... $ 5.00 & up
Twin .... $ 9.10 & up
Suite .... $12.50 & up

NAGOYA KANKO HOTEL

Hirokoji-dori, Nagoya, Japan. Tel: 23-7711
Cable Address: KANHO NAGOYA

ALL YEAR ROUND RESORT in NIKKO

A mere 3-hour ride from Tokyo will take you to one of Japan's never-to-be-forgotten nature's wonderland at its glorious height of beauty and serenity.

For reservations,
call any travel agent or direct

THE LAKESIDE HOTEL

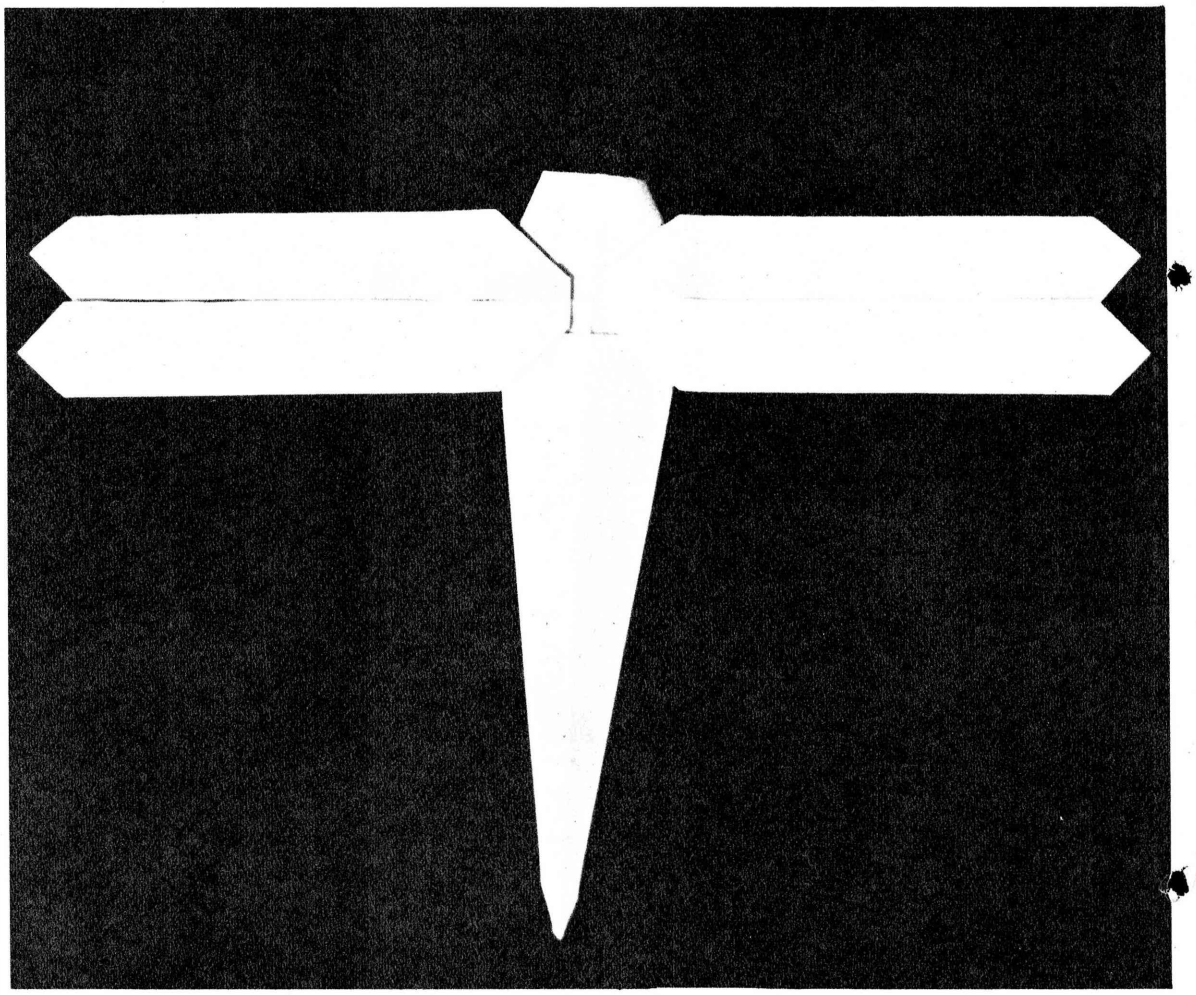
NIKKO NATIONAL PARK
Tel. 0288-5-0322

affairs office of a daimyo lord. Endowed with unusually high creative ability, he never lost interest in origami and developed a seemingly infinite number of forms. Of these, the kamon, flower-patterns, are the best.

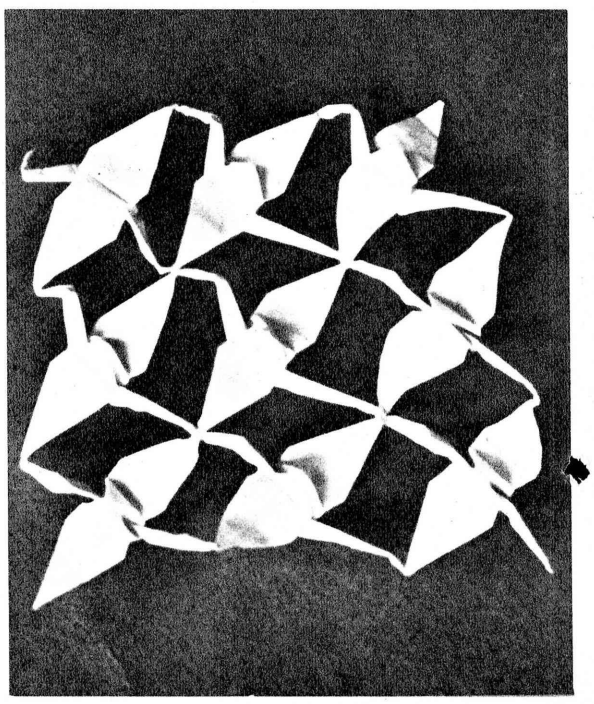
Starting with a square sheet of paper, he creates three-, four- or many-sided forms at will. By combining them in one work, he creates a multitude of complex geometrical forms. Now 87, he is so enamoured of origami that he continues to fold paper every day, and has created a vast number of works. Even recently, when ill in bed, he often rose in the middle of the night to fold paper into new creations as fresh ideas came to mind.

His attitude is as remarkable as his ability. He seeks neither fame nor money for his work, and has never deviated from that way of thinking. That there is such a man in our beleagured world is truly worthy of our deep consideration and emulation. For these reasons, I venerate Mr. Uchiyama above all others.

All of Michiro Uchiyama's work are being preserved by the Japan Folk Art Museum in Tokyo.



The dragonfly, a symbol of Japan since antiquity when the shape of Japan was likened to that of this insect.



Cranes in flight—nine birds from a single sheet of paper.

BEST OF JAPAN

PARADISE FOR PUTTERERS

By JOHN RANDOLPH

Mr. Randolph is Tokyo correspondent for the Seattle Times. He was formerly chief of the Associated Press Tokyo Bureau and president of the Foreign Correspondents Club in Japan.

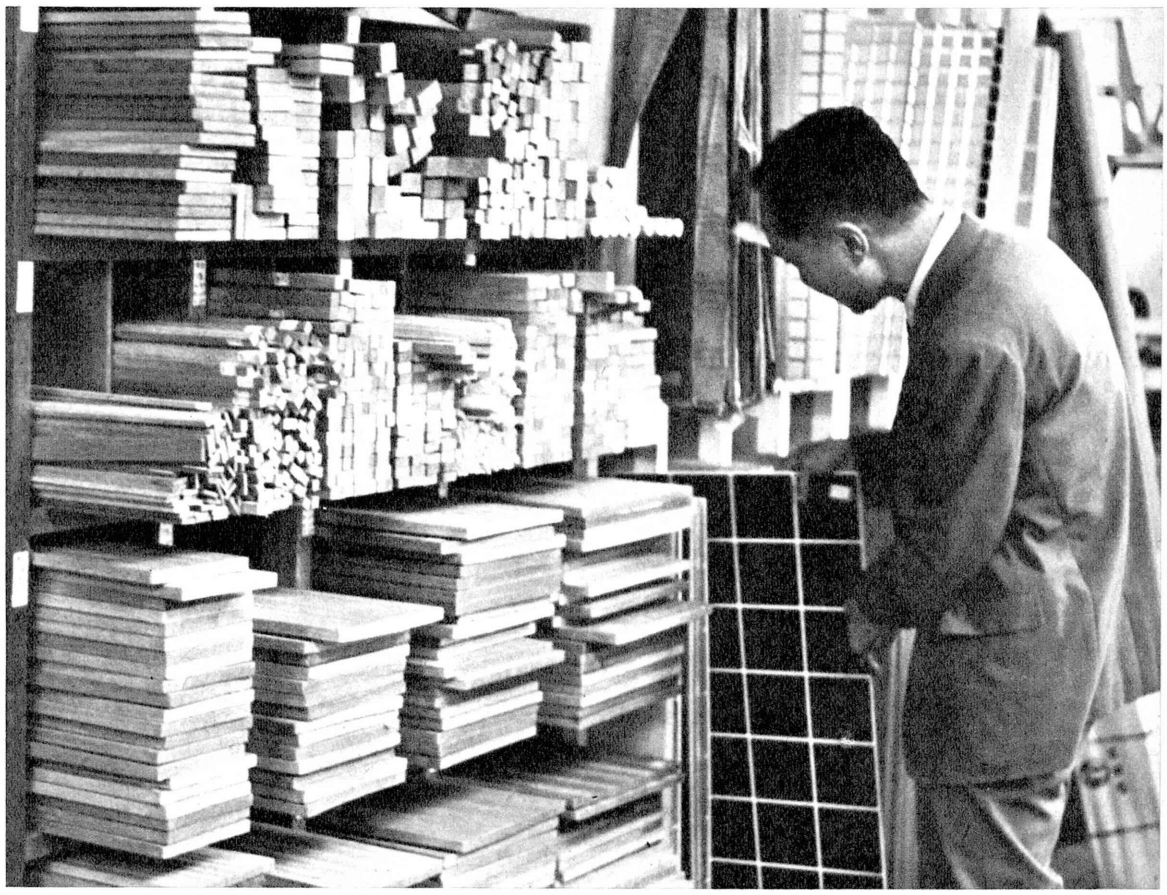
There is a kind of person who, on a Sunday afternoon or on vacation, will be found in a pair of old work-pants, out in the back yard, scraping the paint off the bottom of a small boat. Or perhaps he will be in the front room, tinkering with the hi-fi set. Or perhaps down in the basement, lying on his back, wrench in hand, surrounded by a sea of nuts and bolts, trying to find out what is wrong with the oil heater.

That kind of person does not have to fear either a short visit or a long residence in Japan. For Japan, in addition to being the country of "shibui," is, together with the United States, the greatest paradise on earth for putterers, amateur mechanics, model-makers, hi-fi men, and do-it-yourself types or all kinds, styles, and varieties.

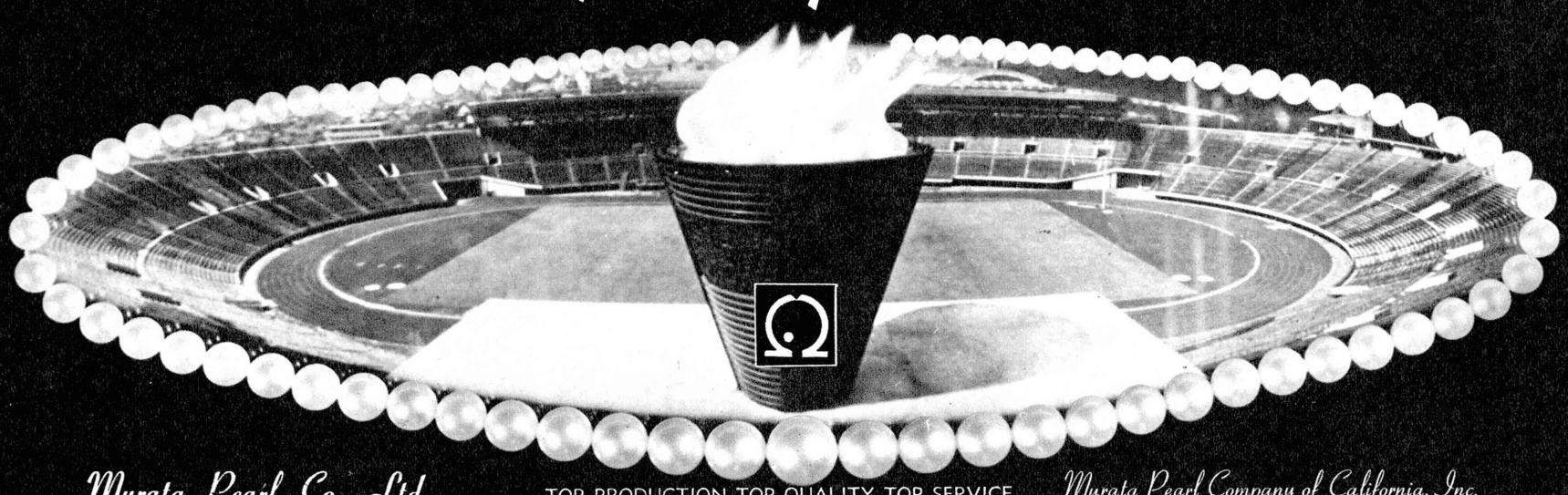
As a long-time member of this clan (my madnesses have been boats, cabinet-making, and hi-fi sets), I can certify that Japan has few equals and no superiors when it comes to the ingenuity, quality, and unlimited variety of tools, gadgets, and items of supply and equipment. I have visited Britain, Germany, and Switzerland—all leading countries in the technical fields—and found there nothing to compare with what Japan offers to the actual consumer. Only the United States holds a comparable place, and the differences between Japan and America in this field are not so much serious as interesting.

I first came to Japan in 1950, but did not settle down to serious housekeeping until the spring of 1952, when I rented half of a big Japanese house. It needed a few adjustments and repairs, and by the time these were carried out, I realized I was in a country of remarkable sources of supply and service.

Shortly thereafter, I revived my hobby of making high fidelity sets for friends (I have made about 60 sets in all—and still retain my friends), and again found Japan an inexhaustible source of delight in this field, too. As a country of hi-fi consumer goods, Japan has already pushed past Germany and Britain, and is now readying itself for an onslaught against the United States with more than fair prospects of victory.



Murata Pearls



Murata Pearl Co., Ltd.
HEAD OFFICE: 97, Yamamoto-dori 4-chome, Ikuta-ku, Kobe, Japan
TOKYO OFFICE: 2, Ginza 8-chome, Chuo-ku, Tokyo, Japan

TOP PRODUCTION TOP QUALITY TOP SERVICE
ultimate in cultured pearls
26 Farms Throughout Japan

Murata Pearl Company of California, Inc.
Sea World, Mission Bay, San Diego, Calif., U.S.A.
Ports O'Call-Village, Port of L.A. San Pedro, Calif., U.S.A.

It's TOBU for NIKKO

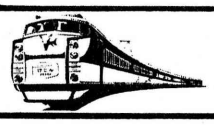
With Charming Lady Guide Service

Fast, Limited and Frequent Service
105 minutes from Asakusa, Tokyo
15 express trains each way a day.

One-day "Nikko Grand Tour" by Japan Tourist Service ($15)

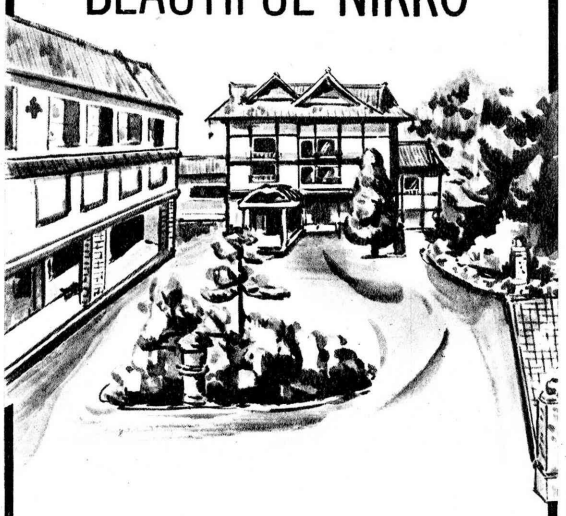
For information call:

Japan Tourist Service **Tel: 871-2695**
Japan Travel Bureau **Tel: 211-3211**



TŌBU RAILWAY

SEE MORE OF BEAUTIFUL NIKKO



and
Stay at Two Leading Hotels in Nikko
Western Comfort and Service

KANAYA HOTEL
Tel: NIKKO (4) 0550/1

KANKO HOTEL
Tel: NIKKO (5) 0356/7

Please inquire at any travel agent,
our Tokyo office
Tel: 561-1058
or call direct:

Making hi-fi sets led me on naturally into designing cabinets for them. At first my work was painfully crude, but under the guidance of cabinetmakers and the refining influence of Japanese taste, some of my latest work has been called not-too-bad by those who can say.

For the person who enjoys the arts of design and the joys of creating something three-dimensional, there are few pleasures greater than working with a high-class traditional Japanese cabinetmaker. These artists in wood, who are rated only as craftsmen in this country of superlative standards, have as an ordinary level of competence a skill that would have delighted the Medici. They unite an intuitive perception of form with the most rigorous technical standards of precision. I have seen an ordinary journeyman grasp my idea of a curve from motions made by my hands in the air and execute it perfectly on the spot with a few strokes of razor-sharp chisel and plane. Yet I have taken vernier calipers and measured the spacing of wood screws in completed cabinets—and found it held to a tolerance of one millimeter. There are machinists working in steel who do not do so well on production items.

Recently there have been some disturbing signs that this craft—like any other traditional specialty that requires hand work and long apprenticeship, is threatened by higher prices and lower standards. I hope that Japan, taking warning from other so-called "modern" countries, does not lose its marvelous skills in this field. No one can grudge higher prices, but the Japanese standards of woodworking are a true "national treasure" that should be preserved as a living reality at all costs.

This trend to higher prices, and the resulting shortages of labor and service, have driven many heretofore lordly Japanese males into taking up an activity that their less-lordly American cousins have been practicing for a long time—the occupation of "Nichi-yo Daiku" or "Sunday Carpenter."

The big department stores, always alert to spot and exploit trends, have responded by greatly expanding their home and household supply sections. It is now possible to go to such stores and buy quite respectable tools and parts, to say nothing of such materials as plastics, metals, plywood, and even lumber cut to home sizes.

For really top quality and variety, however, you must still go to the best of the hardware stores and tool shops—traditionally small, obscure, unpretentious, and crowded with a welter of equipment. The best I have seen in Tokyo are in the back streets of Shimbashi and Higashi Ginza, and in Kanda, Akihabara, and here and there in a few other sections of Tokyo. Each city, of course, has its own special centers.

In such places, your best guides are the opinions of the shopkeeper, and also the prices—which are rigorously honest and very closely proportional to quality. Most tools and similar items are quite inexpensive by American standards, but a few are surprisingly high. A top-quality Japanese saw—a marvelous instrument which has no substitute for certain kinds of work—will cost almost as much as the best American saw and, like a samurai sword, is signed by its maker. Properly oiled and sharpened, it will last for 50 years.

From time to time, on request, I have helped foreign friends here assemble a set of household tools from Japanese sources. Depending on size, you can do a fine job of it from 10,000 to 20,000 yen—say from $25 to $50. There are only two Japanese tools I do not recommend. One is the Japanese make of the Western-style hand-rank, adjustable-chuck hand drill. All I have seen so far have poor chucks and off-center spindles, which make for wobby drilling. The other difficult item is the Japanese block plane. There is nothing wrong with them, but they require a skill that few foreigners can hope to master, and a foreigner is better off with an adjustable American iron plane, which does equally good work more easily.

Such a tool set, for those who appreciate such things, makes a wonderful collection or gift—one that gives pleasure for a lifetime.

Kabuki Japan's Extravaganza

BY YUKI YAMAMOTO
PHOTOS BY CHIAKI YOSHIDA

Kabuki today is an immensely rich and diverse theatrical art, representing as it does the accumulation of three and a half centuries of creation, assimilation and refinement. It is a superb blending of song (ka), dance (bu) and the highest of theatrical technique and drama (ki). Born in the early 1600's as a humble plebeian entertainment, it was originally centered mainly on sensational dance that was popularized by the woman dancer Okuni of Izumo. Okuni is credited with being the originator of Kabuki; but actually, the Kabuki that we know today, composed of an entirely male cast, was born later after women performers had been banned from the stage. Thus, out of sheer necessity, the art of the onnagata, Kabuki's superb female impersonator, was perfected, to become an indispensable feature of traditional Kabuki.

Being a theater of the common class, Kabuki consistently maintained its nature as a medium of entertainment and show. It faithfully reflected the sentiment and morals of the age, but was never particularly concerned with making any social or moral point for its sake alone. It was a theater that was in love with beauty, and it beautified and glorified everything it touched, even the grotesque, the ugly, the horrible. On the other hand, while laying emphasis on the creation of formalized beauty, it kept in touch with the common class to which it belonged, through its earthy vitality and its sensitive attunement to the sentiment of the day, although the former attribute was so dominant that Kabuki never really developed into a realistic social theater such as seen in the west.

Kabuki, with the vitality of the rising commoner class, absorbed prodigiously from all other existing art forms, theatrical and otherwise. Dialogue and drama came to be added to dance and mime, influenced greatly by the joruri puppet theater drama. New musical forms and instruments were eagerly assimilated, to develop hand in hand with each other. Each era through which it developed added new dimension to Kabuki, so that today Kabuki boasts in its repertory an almost bewildering variety of material, which in essence is not only the history of Japan's theater, but the life and sentiment of the Japanese people themselves.

THE FINEST
JAPANESE SAKE

GEKKEIKAN

Join the many discriminating people who have discovered the exquisite flavor of GEKKEIKAN . . . lightbodied and velvety.

Time and taste-tested for over 320 years, it is no wonder that GEKKEIKAN is the greatest name in Japanese sake.

Try it tonight and you'll agree as millions do that it is good any time of day . . . on-the-rocks, straight or hot.

GEKKEIKAN is THE Sake that is being served today in the Imperial Household . . . since 1907.

Gekkeikan can be enjoyed either warmed or chilled.

Produced & Bottled by

OKURA SHUZO CO., LTD.

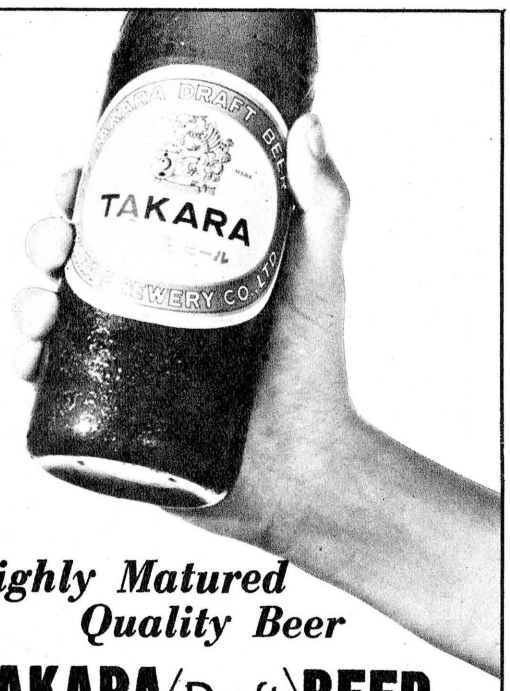
Minamihama-cho, Fushimi-ku, Kyoto, Japan

Hyotei

Japanese Restaurant

In front of Miyako Hotel, Nanzenji, Kyoto
Tel: 77-4116, 4117

京·南禅寺



Highly Matured Quality Beer

TAKARA〈Draft〉BEER

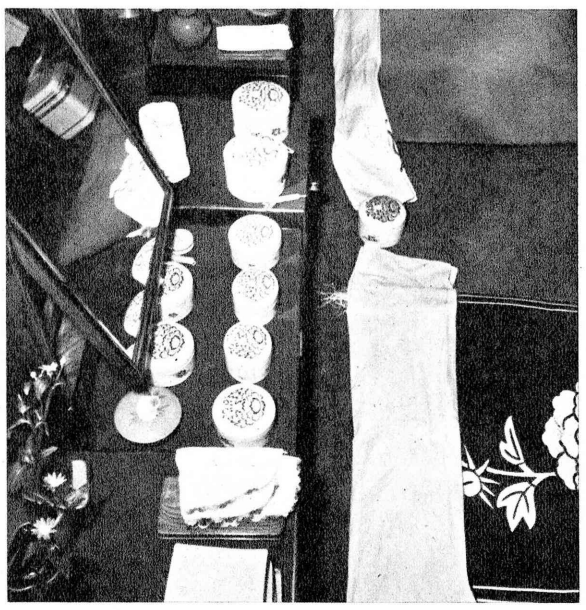
TAKARA BREWERY CO., LTD.

The "Kabuki Juhachiban" are Kabuki's bravura show-pieces, exhilaratingly dramatic. They are a group of numbers which were arbitrarily chosen by Danjuro VII (1791–1859) as most representative of the style of the Ichikawa theatrical family to which he belonged, and include some of Kabuki's most stylized and fantastic plays, mainly in the "aragoto" category which emphasize masculinity to an exaggerated degree.

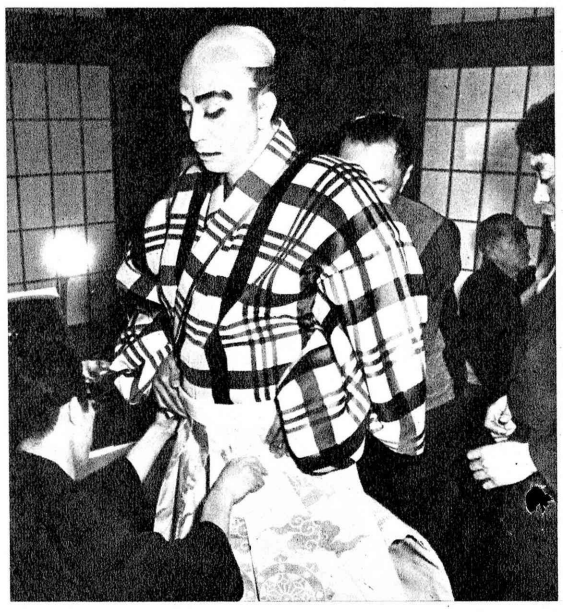
"Shibaraku" which appears on the front page, is one example of the Kabuki Juhachiban. The character's brawniness, his utter bigness, the sheer weight with which he carries through his purpose of liberating the oppressed from the evil villain, are exaggerated to the utmost degree. Bold lines on the face and hands, preposterously large square sleeves held out stiffly by lacings of wire support, grotesque hair style, all are for the express purpose of exaggerating the qualities of manliness and strength that he represents.

"Kanjincho," which appears on this page, is another example of the Kabuki Juhachiban. It is of a more dignified nature, being a direct importation from the Noh drama "Ataka." The bare stage and its reproduction of the Noh stage backboard design of pine and bamboo, reveal its Noh origin.

Benkei, loyal bodyguard of the fugitive general Yoshitsune, pits his wit and will against enemy barrier guard Togashi, wins the guard's sympathy, and manages to lead his master safely through the barrier gate. Dance, drama, poetry and music are exquisitely combined in this spectacular number, which is an example of Kabuki at its finest.



The performer's dressing table is spread out with the paints that he will use in making up for his role.



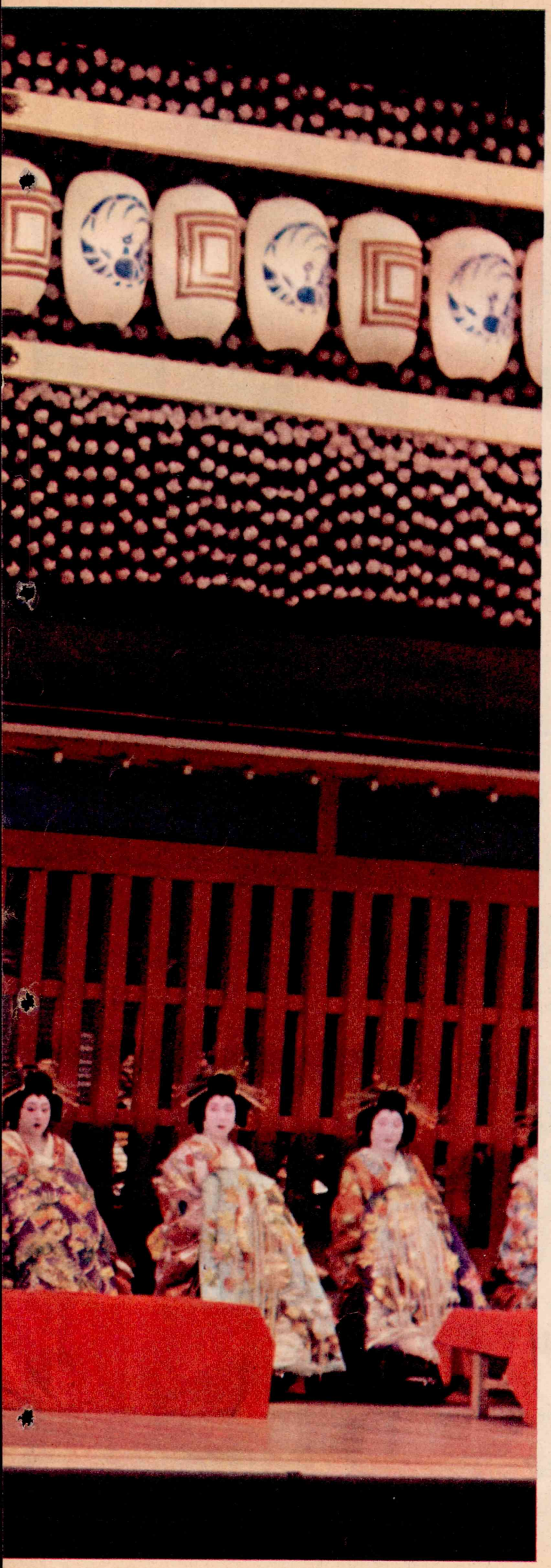
With his face already made up, Danjuro Ichikawa is helped into his costume for the role of Benkei in "Kanjincho."

Assistants put finishing touches on Benkei's costume, adjusting the upper garment with its design of rich gold Sanscrit ideographs.

The final step is the adjustment of the wig and headpiece, a delicate procedure requiring many skillful hands.

All is in order now for Benkei's dramatic entry on stage, costume complete with the addition of sword, fan and rosary.

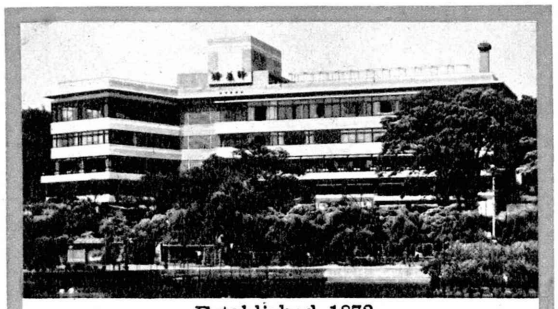
新吉原
竹村伊勢



"Yatsuhashi" is an accomplished "oiran" of Yoshiwara, the epitome of feminine beauty. Photo shows actor Utaemon Nakamura applying last touches for the role.

Much of Kabuki's spectacularism lies in its use of bold colors in dramatic compositions. Brilliant to the point of gaudiness, Kabuki knows how to combine all the features of an extravaganza show with the finest of polished artistry, so that even at its most flamboyant, there is sophistication as well as glamor.

"Sukeroku" is the dashing playboy rake of old Edo, a chivalrous gallant who is the darling of Yoshiwara's courtesans. He represents the Edo townsman's ideal of manliness.



Established 1872

Ueno Seiyoken

French & American Style Restaurant

Member of the DINERS' CLUB

UENO PARK, TOKYO

上野精養軒 Tel: 821-2181/9

For the finest tempura in Tokyo . . .

eat

at

Prepared by chefs with years of experience. Huge round tempura table seating 30 is ideal for party groups.

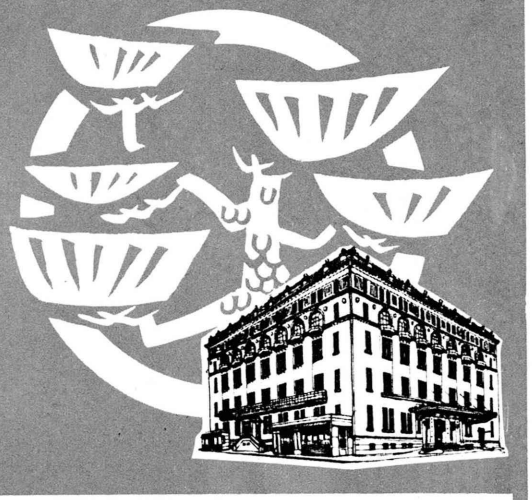
稲ぎく Inagiku

For reservations Phone 661-8855, 9988

6, 2-chome, Kayaba-cho, Nihonbashi, Chuo-ku, Tokyo

For Taxi Driver: 茅場町 2 丁目 6 市場通り

ORIENT'S MOST LUXURIOUS RESTAURANT



PRUNIER (Seafood dishes)

GRILL ROSSINI

CATTLEYA ROOM

(Main dining room)

SUKIYAKI ROOM

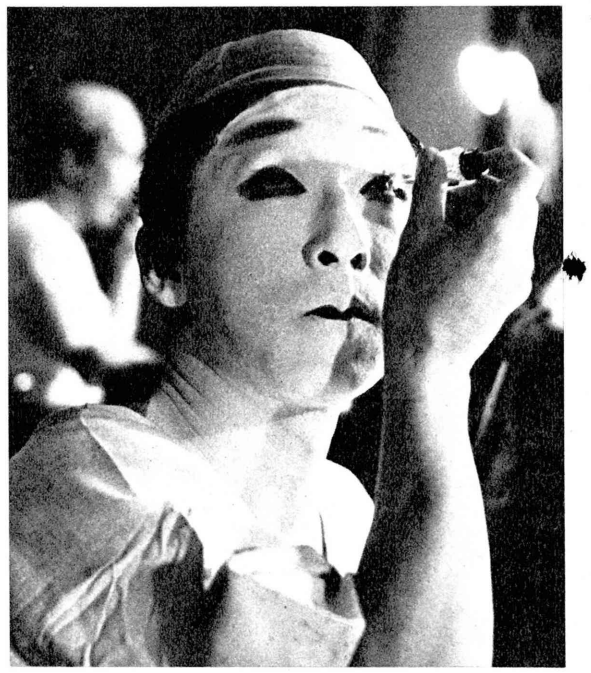
BAR & COCKTAIL LOUNGE

in front of Imperial Palace

TOKYO KAIKAN

TEL: (271) 2181/9

Utaemon Nakamura is one of the leading onnagata (female impersonators) of today's Kabuki world.



White chalk-like makeup has been applied; now a dab of eye lotion is in order.

The actor faces his mirror and uses a fine brush to paint in delicate features of the feminine role he is to portray.

The kimono has been donned, and the wide obi sash is tied in place by assistants.

The elaborate wig is now in place. Utaemon, like any woman would do, rechecks his makeup.

One final check, and he is ready to enter the stage as the country maiden Osato, in "Yoshitsune Senbon Zakura."

The making of the Onnagata

The onnagata, Kabuki's female impersonator, is the logical outgrowth of an all-male theater When women performers were banned from the stage in 1629, putting an end to the popular Onna-Kabuki (Woman Kabuki), the all-male troupes that were subsequently formed found themselves faced with the necessity of providing female characters from among themselves. Thus was born the onnagata, and his art came to be a highly specialized and glamorous one.

The art of the early onnagata was no doubt a crude one, but as time passed, gifted actors polished the onnagata's beauty until it came to be considered as almost synonymous with the beauty of Kabuki itself. The onnagata became such an indispensable factor of Kabuki that eventually the leading onnagata of a troupe stood second only to the troupe leader himself in rank within the troupe.

There are many types of onnagata roles, the princess, the courtesan, the town maiden, the young matron, the woman warrior or woman of valiant nature. Later, new categories were added, such as the witch or evil old woman, the vampire and the seductress.

To promote the art of becoming a woman on stage, the onnagata in the old days lived the role of a woman even in private life. He dressed in female garb, and wore his hair arranged in the fashionable women's hair styles of the day. He learned all the graceful womanly arts such as tea ceremony, flower arrangement, needlework. Today, such a custom is no longer observed, and a much greater degree of freedom and natural way of living is taken for granted. But on the stage, the onnagata continues to represent the essence of feminism, an abstracted form of feminine beauty that is in a sense more beautiful than woman's natural charm, because it is a beauty created through the magic of artistry.

Utaemon as Osato in "Sushiya" a scene from "Yoshitsune Senbon Zakura."

Direct from
Our Pearl Farms

Kaneko Pearls
KOBE OFFICE Tel. (85) 2628, 9422
1824, Sumiyoshi-cho donomoto,
Higashinada-ku, Kobe
Tokyo, Nagasaki

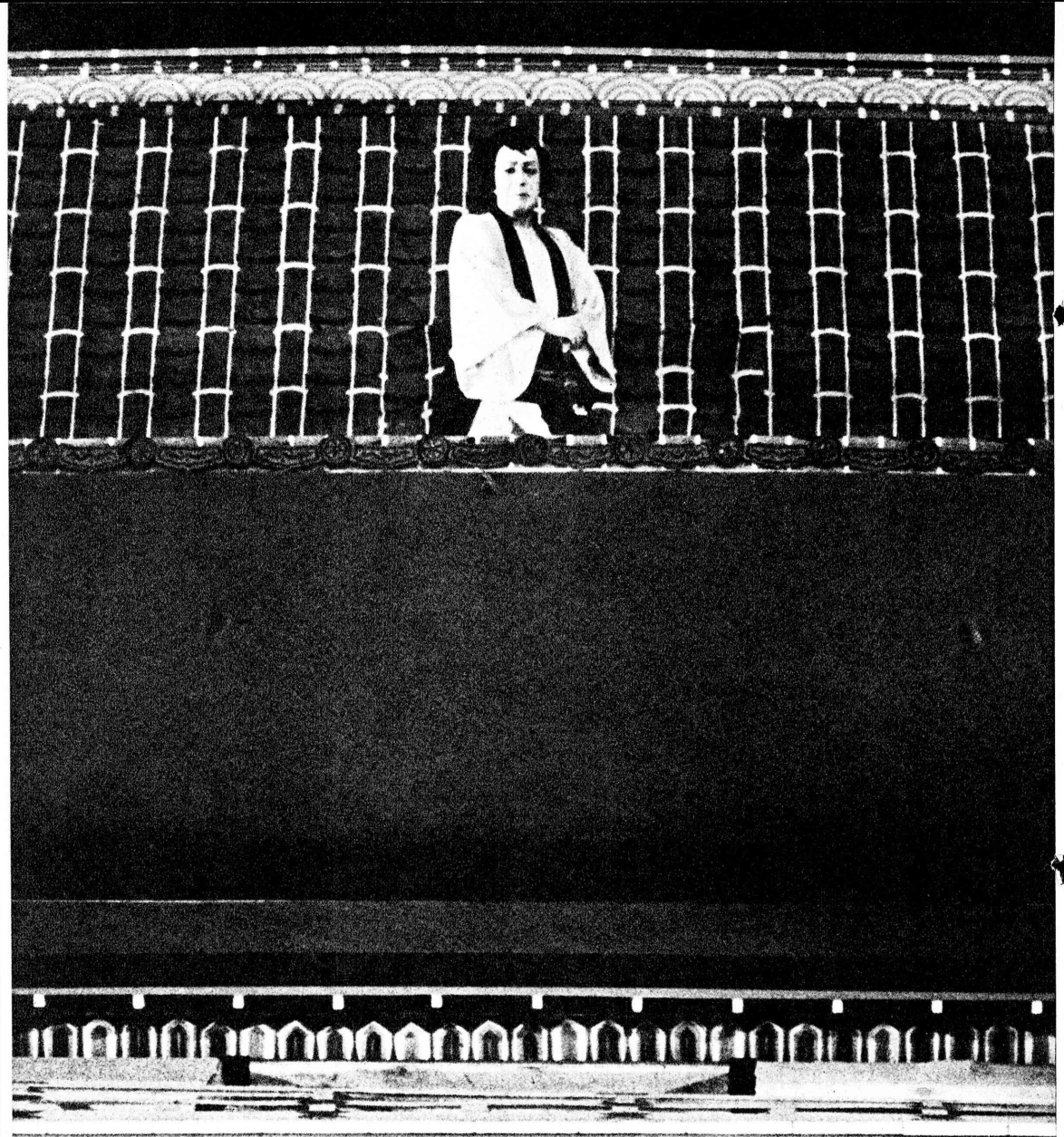
NEW !!
All rooms have just been completely renovated.

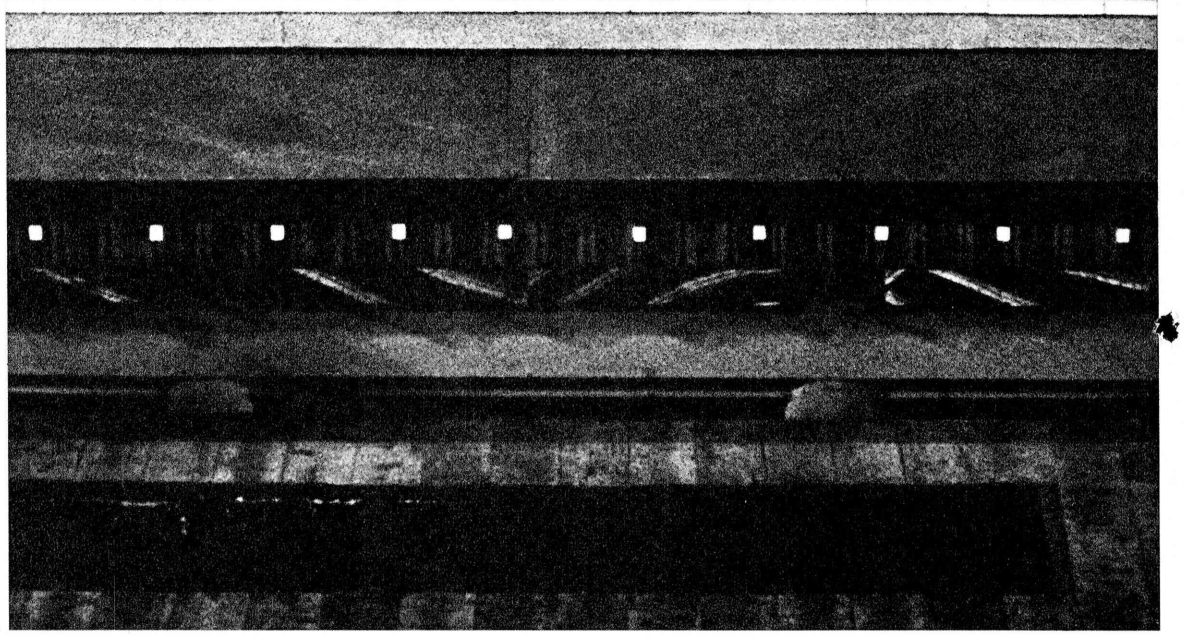
250 rooms 470 beds
Main Dining Room & 5 Restaurants, Cocktail Lounge, Banquet Halls, Shops.

Tariff:
Single .....**$ 5.27 & up**
Double .....**$ 8.33 & up**
Twin .....**$10.00 & up**
Suite **$25.00**

All with private bath, soundproofed, air-conditioned.
Conveniently located right in the center of the town for both sightseeing & shopping.

Kyoto Hotel
Kawaramachi-Oike, Nakagyo-ku, Kyoto
Tel: 23-5301/9, 23-4301/9
Telex: 338-26 KYO, Cable: KYOHO KYOTO





The stage

The complexity and ingenuity of Kabuki's stage facilities, developed through the centuries to most effectively create the effects sought by this sensation-loving theater, lend much to the spectacularism of Kabuki.

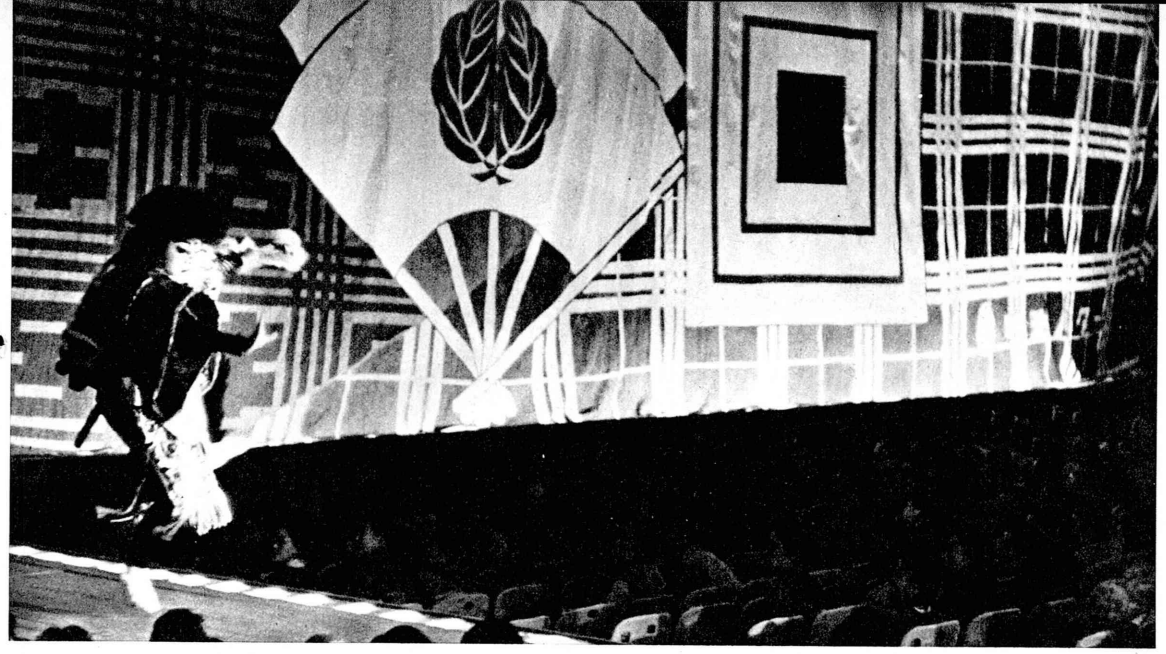
The revolving circular stage was introduced in 1785, and the stage life device in 1753, both by playwright Namiki Shozo. The long "hanamichi" passageway that cuts through the audience pit from the rear to the stage, was perfected about 1740, although its predecessors may be dated as far back as 1670.

The hanamichi achieves a link with the audience and is instrumental in creating the feeling of intimacy and informality that forms Kabuki atmosphere. It moreover gives the actor a fine place to put on a bravado show for exit or entry, to much better effect than from any spot on the main stage.

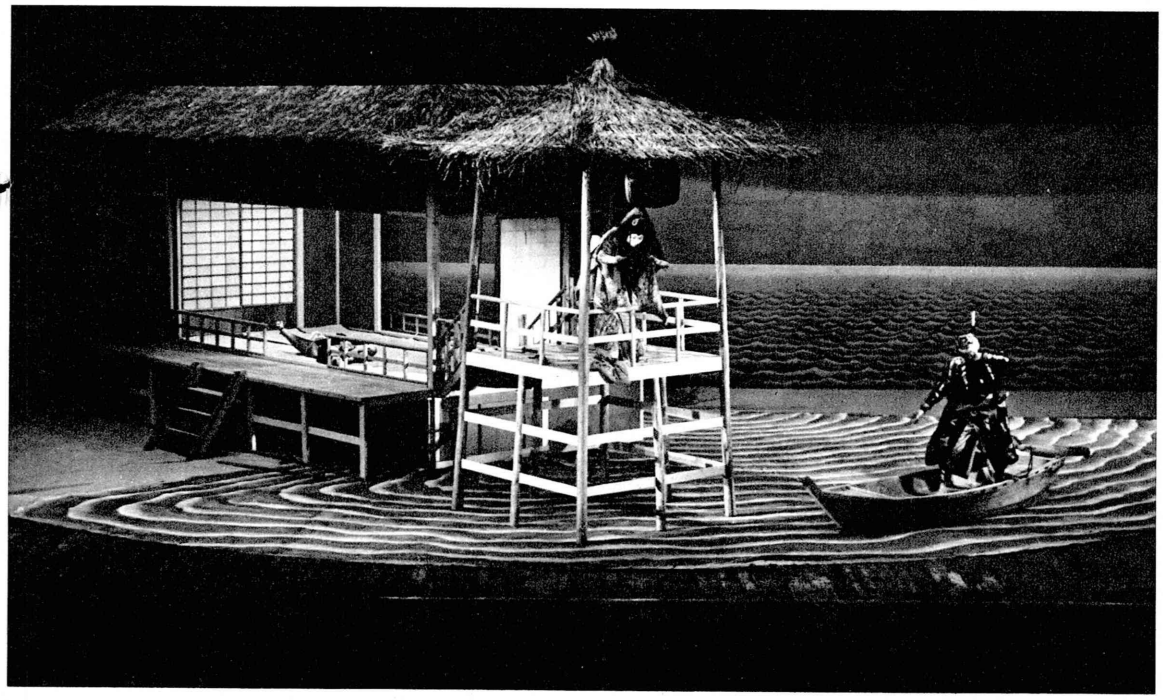
The revolving stage provides a quick means of changing scenes, and often allows one scene to pass smoothly into the next, following a character as he moves from one set to the next, and giving the Kabuki stage a mobility not found in any other theater.

As for the "seri" or lift device, the current Kabuki stage has four of various sizes placed at strategic positions. The small ones serve to lift or lower the actors, while a large one can lift or lower large bits of stage property, often an entire edifice. Again lifts are used to suggest the supernatural element, as when a specter appears "out of nowhere" by means of the lift.

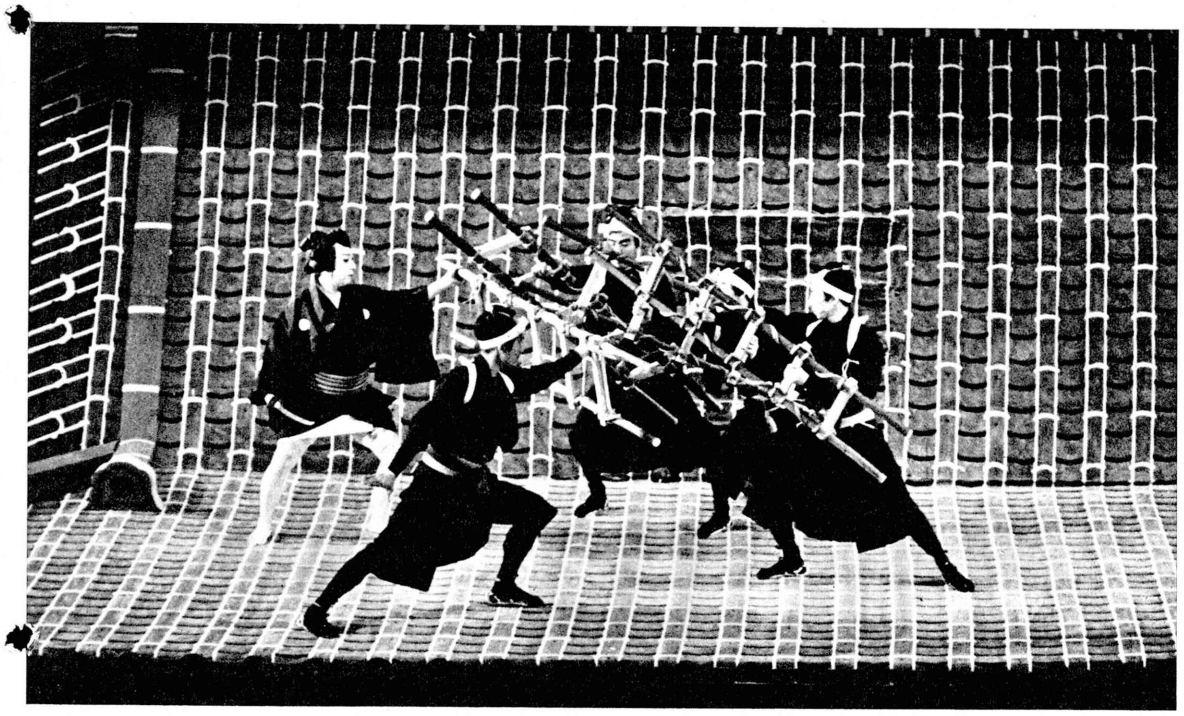
Whatever the case may be, Kabuki's stage is ideally equipped to provide what is demanded in the way of making a breathtaking show; and the combinations of usage that the stage planners dream up to meet the various situations, are a fascination in themselves.



The "hanamichi" passageway, cutting through the audience at right angles from the stage, is an excellent place for the actor to "show off," often after the curtain has been drawn across the main stage.



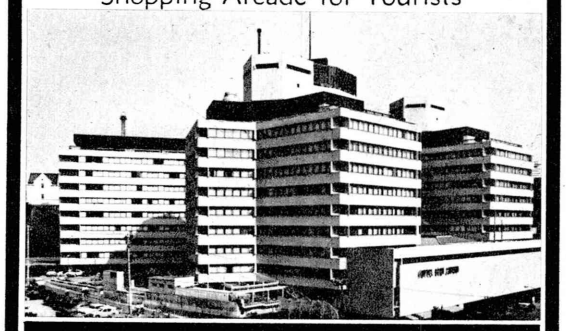
The revolving circular stage is turning in above scene in a clockwise manner, giving a new perspective to the scene and bringing the sea to the foreground.



(Above and left)
After the "tate" fight scene on the tiled roof, the entire roof tips over, carrying the actor out of sight. Blue sky appears from under the roof and another magnificent edifice starts to push up from the big lift. In the meantime, the small lift in the foreground is open, in readiness for the posed group to appear from below as soon as the stage undergoes its rapid change.

EXCLUSIVE GIFT SHOPS

The Best Tax-Free Shopping Arcade for Tourists

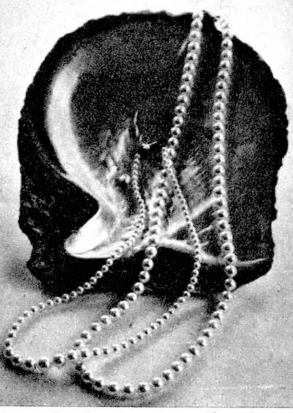


HOTEL NEW JAPAN ARCADE

In the Basement of Hotel
Akasaka, Tokyo
Tel: 581-5511

KITAMURA PEARLS

Fashioned for a lifetime and Guaranteed for permanent value



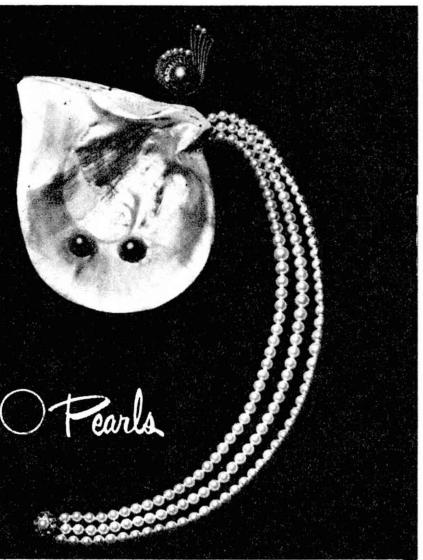
NO TAX service for tax exemption form bearers.

KITAMURA & CO.,LTD.

Established in 1901

STORES

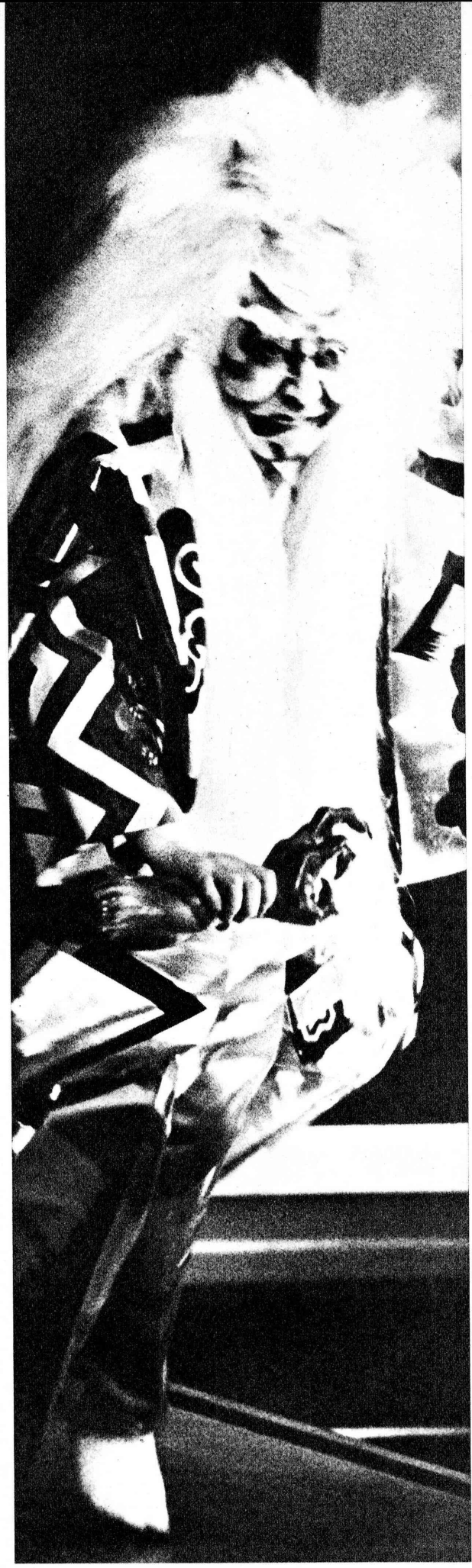
TOKYO: Sukiyabashi Shopping Center
KOBE: Motomachi 2-chome Street
Matsuzakaya Dept. Stores: Tokyo & Osaka



FINEST ASSORTMENT OF CULTURED PEARLS AND SOUTH SEA PEARLS

NICHIBO PEARL STORE

Palace Hotel Arcade,
Chiyoda-ku, Tokyo
Tel: 211-6968
Rokkosan Hotel, Kobe
Tel: 89-0300

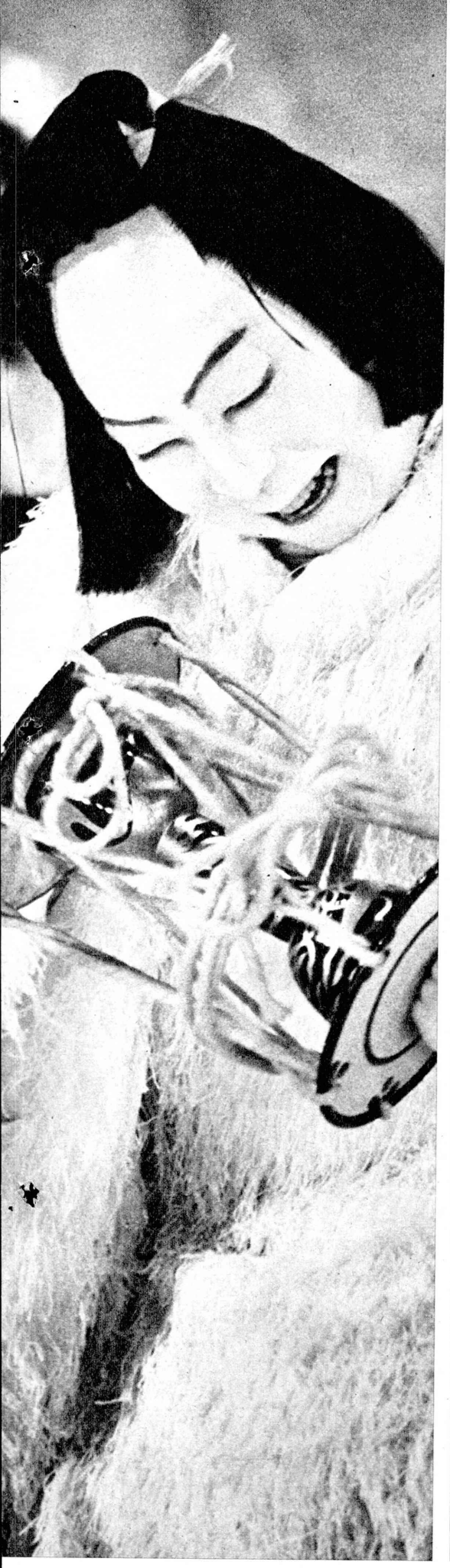


High moments in Kabuki

Demonic fury—*The witch of Ibaraki, having lost an arm in a battle with warrior Watanabe-no-Tsuna, comes to retrieve the arm, and performs a dance of demonic fury.*
— Kanzaburo in "Ibaraki"

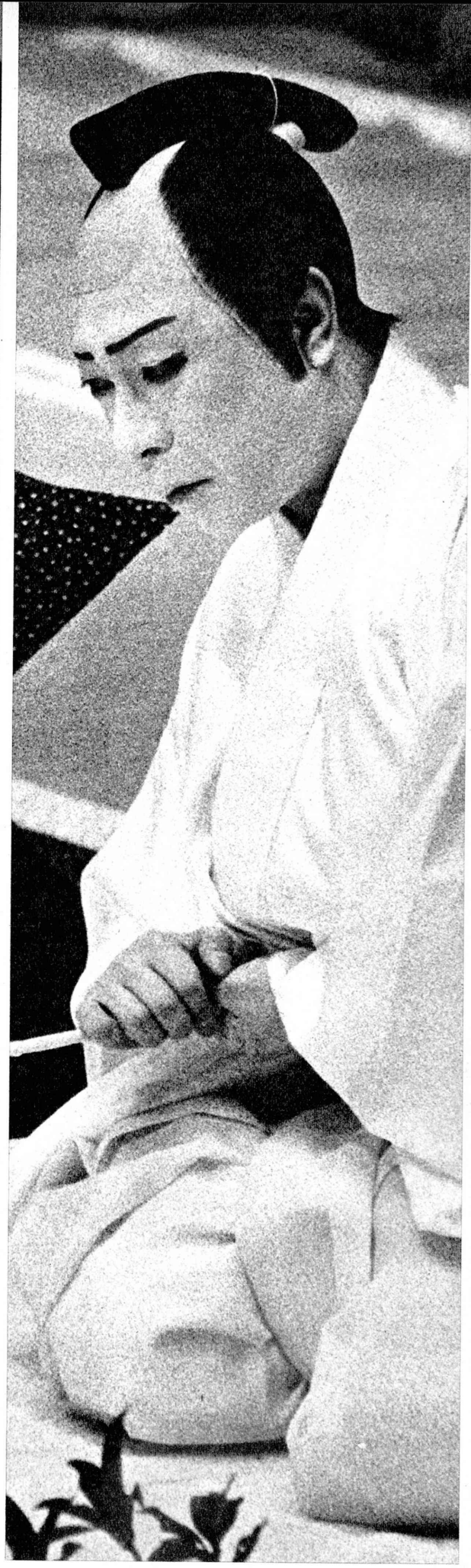
A warrior's grief — *Matsuo-maru, having sacrificed his only child to save the son of exiled premier Kanshojo, hides his grief from the enemy in order to preserve the secret.*
— Koshiro in "Terakoya"

Angry chagrin—*The fiery youth Soga-no Goro has trouble restraining himself when he finally comes face to face with the man who had killed his father.*
— Shoroku in "Soga no Taimen"

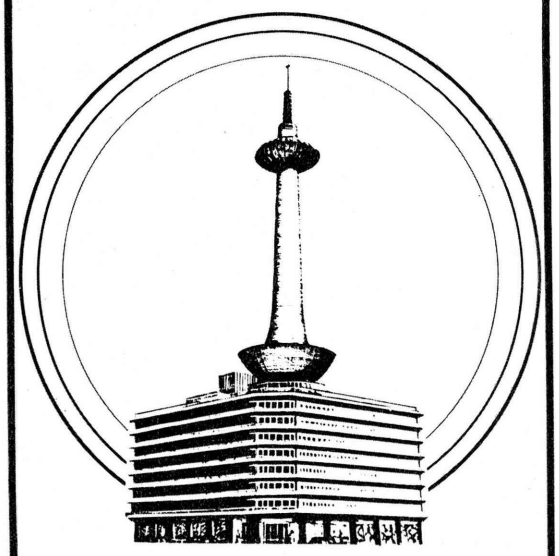


Joy—*The fox Tadanobu dances in joy on being presented with the tsuzumi drum that is a memento of his parent foxes, and whose sound speaks to him in their voices.*
— Kanzaburo in "Yoshitsune Senbon Zakura"

"Naki-warai"—*The utmost of grief is expressed in a combination of tears and forced laughter, as Masaoka grieves the death of her son while praising him for his sacrificial loyalty.*
— Utaemon in "Sendai Hagi"



Vindication—*In his last moments after having committed ritualistic seppuku, Enya bequeathes the death sword to Yuranosuke while whispering his deep desire for revenge.*
— Baiko in "Chushingura"



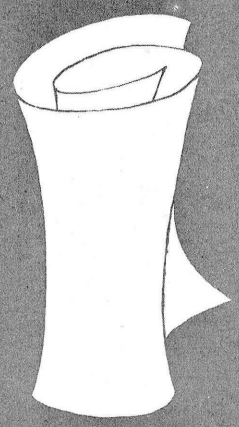
Day and Night . . .
the beautiful

KYOTO TOWER HOTEL offers you the finest and most modern accommodations maintaining the highest possible standards in rooms, cuisine, service, cleanliness and comfort.

KYOTO TOWER HOTEL
7th, 8th, 9th floor, Kyoto Tower Bldg.
Tel: 37-3151, 3171

JUJO PAPER MFG. CO., LTD.

HEAD OFFICE
4, 3-chome, Ginza Higashi,
Chuo-ku, Tokyo, Japan
Cable Address: "JUAPA TOKYO"



MILLS

JUJO, FUSHIKI, MIYAKOJIMA, KOKURA, YATSUSHIRO, SAKAMOTO AND KUSHIRO

PRODUCTS:

NEWSPRINT, PRINTING PAPER, WRITING PAPER, DRAWING PAPER, CIGARETTE PAPER, MACHINE COATED PAPER, WRAPPING PAPER, GLASSINE PAPER AND OTHER FINE PAPER.

A haunted mansion on a dark night. A sensuously lovely apparition out of the dark, lit by flickering old-fashioned tapers. This combination of eerieness and beauty is an unforgettable example of Kabuki's incredible stagecraft.

—"Masakado"

Kabuki—theater of calculated beauty

Kabuki invariably gives a formalized beauty to every scene. Each move, each gesture, each inflection of tone and glance of eye, is exquisitely calculated to create just exactly the right effect at just exactly the right moment. The emotion is caught for a poised fraction of a moment and heightened to an intense degree, catching up the audience in breathstopping tension before the natural release which follows.

This intensification of drama is at the same time an emphasis on beauty. Thus there came to be formulated a group of "kata" or conventionalized patterns which aside from the flow of the story itself, created a world of beauty all its own. A delicate sense of balance and contrast are involved, and artistic tension is born of the relationship.

High moments in Kabuki are characterized by the "mi-e," when a flow of movements culminates in a carefully poised stance that forms a picture in itself. In highly dramatic mo-

Even a murder scene is not without its special form of beauty in Kabuki. Such scenes have a special term, and are known as "koroshi," the killing. Here, horror and beauty are combined for highest dramatic effect.
—"Kago Tsurube"

A scene that dwells poetically on the sentiment of lovers is known as "nureba," and depicts love in its various moods, gentle, poignant, coquettish, as the case may be, but always with emphasis on formalized beauty.
—"Michiyuki" journey scene from "Chushingura"

ments, the mi-e takes the form of a cross-eyed glare. Hands and fingers may be outstretched in straining force, giving compelling power to the scene. Music and dialogue take on a strong rhythmic pattern. Every facility available is turned toward enhancement of the moment of supreme drama, and no viewer could possibly remain immune to the effect that is wrought.

Often a series of such poses follow one another in succession, and fans watch for these telling moments. A killing scene, a love scene, a scene of tragedy or of revenge, all have these series of poised, suspended moments in which the vivid visual picture etches the drama and beauty of the scene into the viewer's memory. And, when the final curtain is drawn, the last picture is well worth remembering, because it will invariably be a beautifully drawn ukiyoe painting, perfect in every detail.

The Kabuki-Za

is

the only theater devoted exclusively to Kabuki and has always presented representative classical dramas of Japan since its establishment in 1889.

A front view of Kabuki-za which incorporates the unique Momoyama style of architecture.

We sincerely hope that the article on Kabuki in this magazine gave you an idea of Kabuki and stirred up your interest and a desire to see for yourself the charms of this typical Japanese form of drama.

Virtually all of the Kabuki actors of Japan are affiliated with the Shochiku Co., Ltd.

Kabuki-za, Shochiku's representative theater, is Japan's most authoritative Kabuki theater.

Kabuki-za is the only theater which presents Kabuki by top grade actors 25 days of the month throughout the year except the month of August.

When you want to see Kabuki, please make reservations by calling Kabuki-za's information Desk, Tel. (541) 8597.

Reservations can also be made at the front desks of leading hotels in Tokyo.

KABUKI-ZA
Theater
Tel. (541) 3131-9 Tokyo

PEARLS

SWORDS

Perfect combination of design and quality

Ⓜ Tomoe-cho Shiba Tel. 431-0654
• Ginza International Arcade
• Hotel New Japan Arcade

JAPAN SWORD

FOLKCRAFT

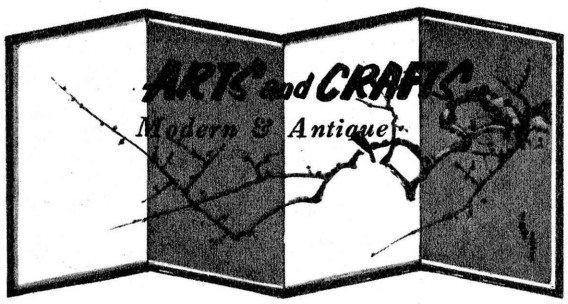
SHIMURA'S OMOTESANDO 401-6322

FAMOUS FOR LANTERN & SCREEN

Cute! MANY PRETTY THINGS

GINZA STORE · INT'L ARCADE 501-5756

ART & CRAFT



YOKOYAMA, INC.

KYOTO (MAIN STORE)
NAWATE, SHINBASHI-AGARU,
HIGASHIYAMA-KU, KYOTO
TEL: KYOTO 56-9151

TOKYO
SUKIYABASHI SHOPPING CENTER
GINZA-NISHI, CHUO-KU, TOKYO
TEL: 571-8074

—ARCADE SHOPS—

MIYAKO HOTEL
INTERNATIONAL HOTEL KYOTO
KYOTO HOTEL

HOTEL OKURA
HOTEL NEW JAPAN
TOKYO HILTON HOTEL

CAMERAS

No Tax Cameras,
Transistor Radios
and Binoculars.

Tel :
501-5775

SUN DRY CO., LTD.

International Arcade (Next to Imperial Hotel)

CAMERAS MOVIE CAMERAS & ACCESSORIES

NO TAX
FOR TOURISTS

Igarashi
Camera Shop

1st Floor, Room 116, SANSHIN BLDG. (Near Imperial Hotel)
Tel: 591-2626, 4919

Ginza TOKYU HOTEL ARCADE
Tel: 541-2411 Ext. 24

MITSUI BLDG. ARCADE
Tel: 501-6576

NO TAX FOR TOURISTS

CAMERAS
MOVIE CAMERAS
BINOCULARS
and
Photo Accessories

MEMBER OF THE Diners CLUB Credit card

ASANUMA CAMERA

1st floor, Marunouchi Building, Tokyo
(In front of the Tokyo Station)
Tel: 201-3953/4

Most Convenient Store to Shop

MEMBER OF THE Diners CLUB Credit card

NEGISHI
CAMERA CO., LTD.
NO TAX FOR TOURISTS
Open 10 a.m. — 8:30 p.m.

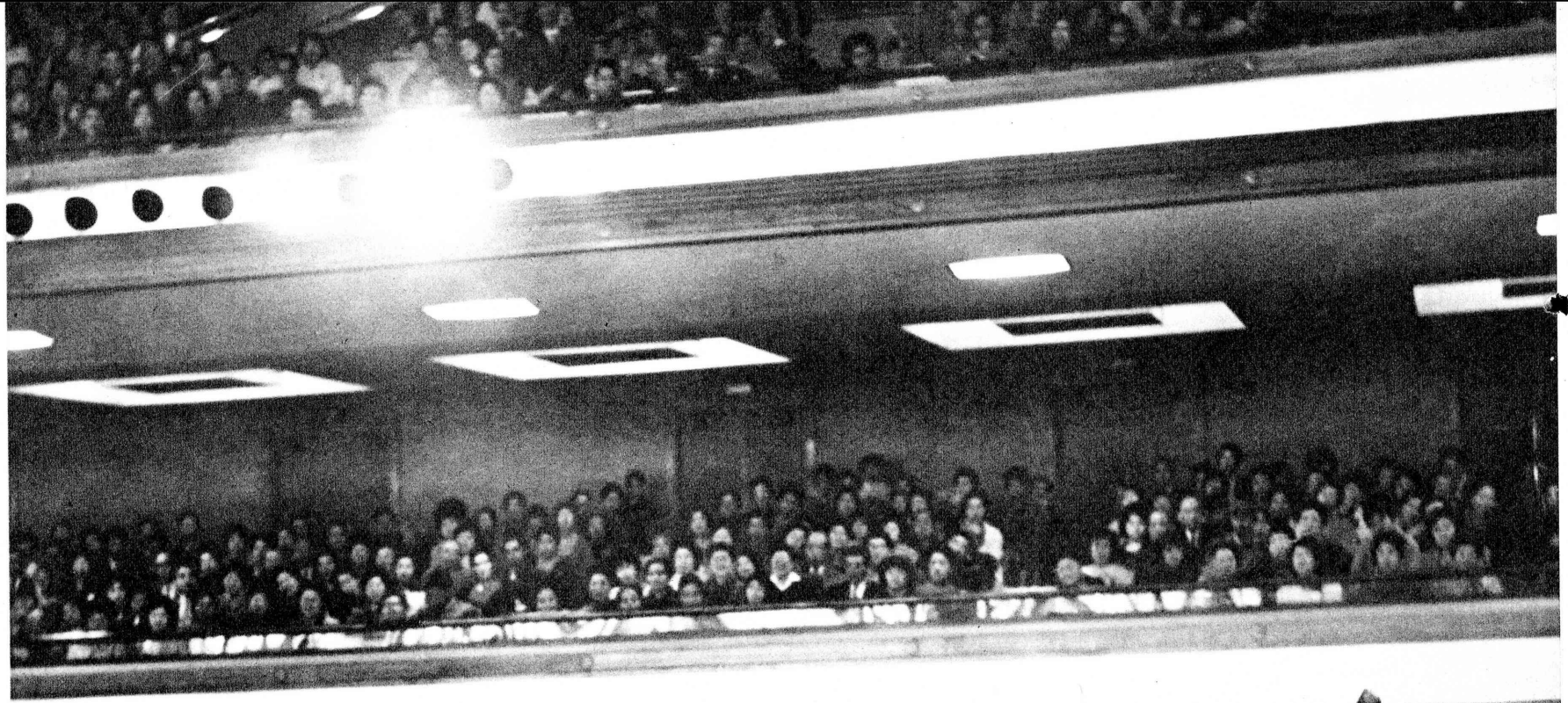
2nd Floor, Sukiyabashi Shopping Center
Ginza, Tokyo
Tel. 571-7271, 1648

Also at Ueno Hirokoji, Tokyo
Tel: 831-0320, 6273

The "princess" is the most brilliant of the onnagata roles. There are three princess roles that are often referred to as Kabuki's Three Princesses . . . Tokihime of "Kamakura Sandai Ki," Yaegaki of "Honcho Nijushi Ko," and Yukihime of "Kinkakuji." The picture at the right shows Tokihime inspecting the sword sent by her father with secret instructions to kill her betrothed.

There are many types of villains in Kabuki, among which perhaps the most intriguing are the arch-villains that are depicted in heroic manner, such as Nikki Danjo in "Sendai Hagi," seen at right. With eyes crossed in a fierce grimace, he appears by way of the "seri" lift on the hanamichi in the darkened auditorium, heightening the sense of evil and supernatural power.

The "shosa" is a special category within the Kabuki repertory, and refers to dance and mime as opposed to drama. Many Kabuki dramas have shosa scenes interspersed within the play, but the most spectacular are independent numbers that were developed in conjunction with the shamisen-based Nagauta and Kiyomoto ballads in the latter part of the eighteenth century. "Dojoji" at right, is a representative shosa number.



In conclusion —

Kabuki is an inherited art. All its actors belong to traditional theatrical families by birth or by adoption, and the art is passed down from one generation to the next, from father to son, from master to disciple. Great stage names of the past too are passed down from one generation to the next, so that the names that graced the billboards of two centuries ago are still excitingly alive today. Some of the names boast more than ten successive holders; and a particularly great actor may be referred to, and understood, simply by his number. For instance, "the late Sixth" will invariably bring to mind the late Kikugoro with no questions asked.

In the major theatrical families, whenever possible, a son succeeds to his father's name, starting in childhood with his father's former childhood stage name and succeeding to each successive name along the way, until after his father's death, he eventually inherits that family's most illustrious and coveted name. Through the generations, the big names have taken on a glamor that demand an equal caliber of its successors, and the system is a mark of the pride with which Kabuki views its traditions.

Kabuki today is just at that exciting time when the sons of its major actors are approaching adulthood, trying themselves out in ambitious productions of Kabuki's classic repertory. Often, the teen-age son is the immature but amazingly exact replica of his father-teacher, his natural physical resemblance heightened by the "style" and "type" instilled in him by the father. One can recognize the fathers in these youngsters, and there is a special thrill in watching Kabuki in its process of continuation . . . the same process by which Kabuki has survived and thrived for three and a half centuries and promises to continue to do so for many more, this time not merely as the popular theater of the Edo townsmen who created it, but as a polished theater of international repute.

RECOMMENDED RESTAURANTS IN TOKYO

ITALIAN

Refined & Comfortable Atmosphere

PIZZA

RAVIOLI STEAK
SPAGHETTI WINE

OPEN 12 NOON ~ 5:30 A.M.

Italian Restaurant
Tivoli

22, Kabuki-cho, Shinjuku.
(Opposite the Koma Theater)
TEL: 362-8064
新宿コマ劇場斜前横通り チボリ

ITALIAN PASTA PIZZA
RESTAURANT & BAR
FLORENCE

Features authentic Italian Pasta,
Pizza Dishes, Coffee and Wine
Cooked with imported ingredients from
BUITONI Co., in Italy
Open everyday 11 am—3 am

AKASAKA SHOP: 4-7, Mikado St., Tamachi, Akasaka, Minato-ku, Tokyo
Tel: 481-5111, 5122
GINZA SHOP: 6, Sukiya St., Ginza-Nishi, Chuo-ku, Tokyo
Tel: 571-4514, 2406

Lassagne House
• *Spaghetti* • *Pizza*
Cooked in Genuine Italian Sauce.
Open Noon — 4:00 a.m.
Former Ginza Corner House
Italian Restaurant and Bar **Maltese**
Cozy Atmosphere. Near Roppongi. Parking Lot.
Reservations: Tel: 401-8892

TROPICAL

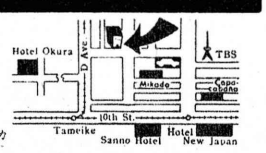
authentic indian restaurant
AJANTA अजन्ता
near Indian Embassy
Delicious food—homelike atmosphere.
Open 11 a.m.–9 p.m., Closed Sundays
Call proprietor Mr. Murti: 262-0812
2-2, Kudan, Chiyoda-ku, Tokyo
TAXI 靖国神社正門前住宅公団ナゝメマエ アジャンタ純印度料理

THE GENUINE INDIAN RESTAURANT
Large variety of best Indian dishes and fresh chapaties,
Indian vegetarian dishes also always available.
NAIR'S Restaurant
Owned and Operated by A. M. Nair
Manufacturers of Indira Curry Powder
On 10th St., crossing of "Z" Ave. Tokyo Tel: 541-8246
(In front of Kabuki Annex)
Branch: 7th Fl., Seibu Dept. Store, Ikebukuro, Tokyo
本店 東京昭和通歌舞伎別館前 支店 東京池袋西武百貨店七階

WESTERN FOODS

BEST STEAK IN TOKYO
CHOICE KOBE BEEF
AKASAKA ALASKA

OPEN 11:00 A.M.-11:00 P.M.
Tatami Rooms & Conventional Table
2, Hikawa-cho, Akasaka, Minato-ku
TEL: 481-4252
赤坂自動車教習所近く氷川公園隣 赤坂アラスカ



GERMAN

Dine at Tokyo's Famous Restaurant
* Catering Service
* Party Reservations Accepted
Open 11 a.m.—10:30 p.m.
GERMAN RESTAURANT KETEL
5-chome, Ginza-Nishi, Chuo-ku.
Tel: 571-5056, 4642.

German Restaurant, Bar & Delicatessen

Lohmeyer's Canned Liver Paste, Vienna Sausages, Pea Soup, etc,
Open 7 days a week 11 am — 10:30 pm
1, 5-chome, Ginza Nishi (Sukiyabashi)
Tel. 571-1142, 5024
A. LOHMEYER

JAPANESE

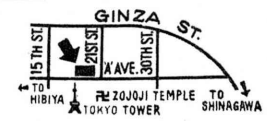
OBAKU ZEN-STYLE
普茶料理
RESTAURANT HOTOTOKISU ほととぎす
For Taxi: 中野駅南口坂上
14 Senkomaecho, Nakano-ku, Tokyo Tel: 381-0191/5

RESTAURANT **FURUSATO**
GENUINE COUNTRY CUISINE
GENGHIS KHAN BARBECUE
A Member of the Diners' Club
Shows:
Japanese Folk Songs & Dance Nightly at 7:00 & 9:00 p.m.
Reservations: 461-6515, 0229
Located on Tamagawa-dori & Yamate-dori Ave.
FURUSATO ECCHU
3-21, Sakuma-cho, Kanda, Tokyo
Tel. 866-1511/2, 1043/4
渋谷道玄坂上 東京ガス二百米先左側
美倉橋通り総武線ガード際・ふるさと越中

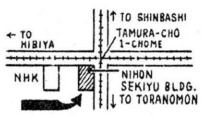
FRENCH

CRESCENT
Tokyo's Original French Restaurant

Open daily 11:30 a.m. to 10:00 p.m.
Free Parking Space
Tel. (431) 1222, 3125
1, 8-Gochi, Shiba Park, Tokyo



AMID CONTINENTAL SURROUNDINGS
European Dishes **MOON CREST**
Affiliated with CRESCENT
9:30 a.m. to 10:00 p.m.
Closed Sundays
Nisseki Building Arcade
1-chome, Tamura-cho, Minato-ku, Tokyo



Tel. (502) 1031, 1032

CATHAY PACIFIC INTRODUCES THE SPECIAL JAPANESE

歓待サービス

(WELCOME SERVICE)

in the air

on the ground

From the moment you board Cathay Pacific's mighty Convair 880 jet or Electra prop-jet aircraft at Tokyo and Osaka, you are in the experienced hands of delightful Japanese hostesses. As you relax in unparalleled comfort and enjoy superb gourmet foods and wines, your traditionally clad hostess is at hand to look after your every wish. . .

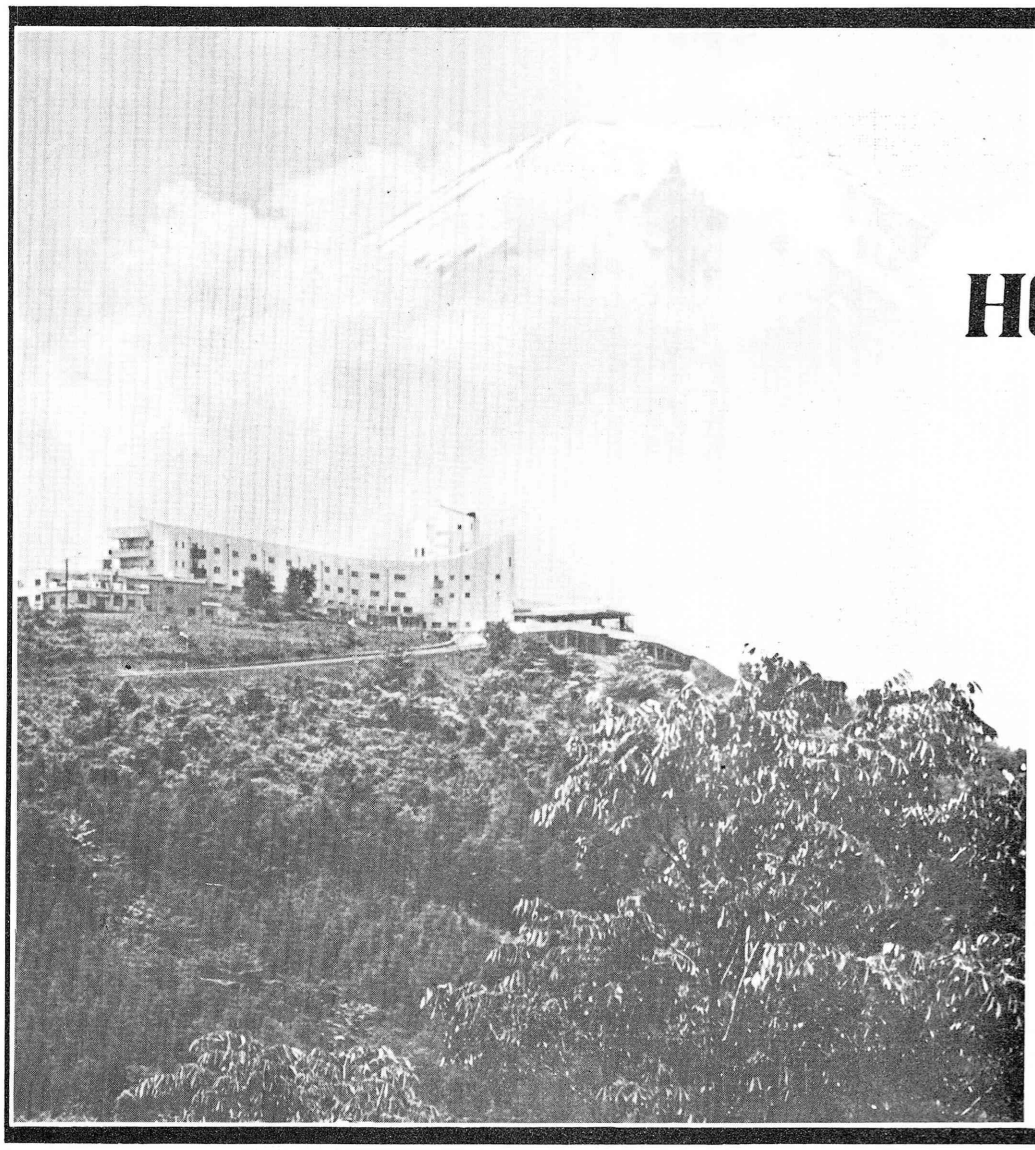
AT ALL CATHAY PACIFIC PORTS!

When you land, at any of the Orient's leading cities, another Japanese hostess awaits you to smooth the immigration and customs formalities. It's her pleasant duty to make Japanese travellers feel at home in a strange city. She has all the required information on accommodation, shopping, theatres, sights to see, local delicacies, customs, festivals. If you need a taxi . . . business address . . . guide or interpreter—Cathay Pacific's Welcome Service can arrange it—at any hour of the day or night.

CATHAY PACIFIC

TOKYO—Palace Hotel, 10, 1-chome, Marunouchi, Chiyoda-ku, Tokyo Tel: 212-3526/9
OSAKA—Seiko Building, 17, 2-chome, Sonezaki-Shinchi, Kita-ku, Osaka Tel: 362-5651/3
KYOTO—c/o Kyoto International Hotel, Nijyo-sagaru, Aburanokoji, Nakagyo-ku, Kyoto Tel: 23-9171
NAGOYA—c/o Hotel New Nagoya, Rm. No. 634, 1, 4-chome, Horiuchi-cho, Nakamura-ku, Nagoya Tel: 55-5131/9
FUKUOKA—Shinten Building, 2nd floor, 18, 2-chome, Daimyo-cho, Fukuoka Tel: 76-4377
NAGASAKI—Nagasaki Pref. Trading Corp., Kotsu Sangyo Building, 3, 1-chome, Daikoku-machi, Nagasaki Tel: 3-1667

CATHAY



Spend Your Pleasant Vacation

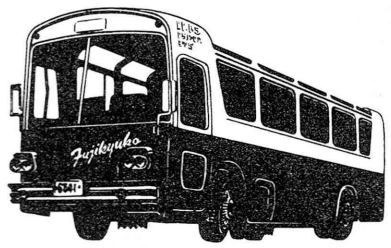
Staying At

HOTEL Mt. Fuji

LAKE YAMANAKA, Fuji National Park

WORLD BUS

Deluxe Sightseeing Coach with
10-Language Personal Guide System



For reservations; call 211-7627 or 271-4335

Int'l Travel Dept.
FUJI KYUKO CO., LTD.

vSp

Very Special Person Service . . . Always
Affiliated with
Western Int'l Hotels, Inc.
Master Hosts U.S.A.

Fujita TOURIST CHAIN

Hotel Kowaki-En in Hakone

The finest hotel in all Japan is the HOTEL KOWAKI-EN, cited by LIFE magazine as one of the world's outstanding hotels. HOTEL KOWAKI-EN is an year-round hot spring resort in the heart of beautiful Fuji-Hakone National Park. Framed in mountain grandeur, it contains 500 rooms all with natural hotspring baths. In addition, there is a spring-fed swimming pool warm enough for use every day of the year. Surrounding the hotel are 300 acres of landscaped gardens, pleasant mountain meadows. Ask about the fabulous Polynesian Bath, the most outstanding health bath you ever had.

HOTEL KOWAKI-EN

Hakone, Kanagawa Pref., Japan
Telephone : HAKONE 2-2221 Cable : HTLKWK HAKONE

See your local travel agents or reservation & sales offices
New York: 501 Madison Ave. MU 8-4344
Chicago: 10 N. LaSalle St. Suite 752, ST 2-5835
Los Angeles: 1801 Avenue of Stars
Century City 879-0830
Seattle: General Sales Office, Olympic Hotel MU 2-6161
Tokyo: Fujita Tourist Enterprises Co., Ltd.
No. 6, 7-chome, Ginza-Nishi. Chuo-ku, Tokyo (572) 0161

Salem softness freshens your taste

with the smoothest flavor in cigarettes today

Modern filter, plus · rich tobacco taste · smoothed with menthol · softened with fresh air

Step into the wonderful world of Salem

©1964 R. J. Reynolds Tobacco Company, Winston-Salem, N. C.